

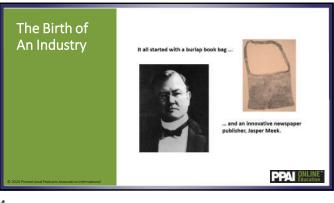
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In This Presentation	 The Birth of an Industry Who's Who in Promotional Products The Industry's Distribution Channel
	 Defining Promotional Products and Their Uses
	 The Role of Promotional Products in Marketing
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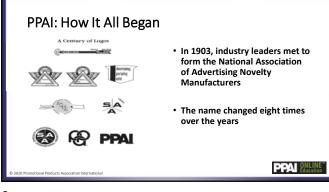


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Who's Who In The Promotional Products Industry

Distributors/Promotional Consultants Suppliers

- Business Services Companies
- Multi-Line Reps

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Who's Who In The Promotional Products Industry	Distributors/Promotional Consultants A distributor/promotional consultant develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing pros and others wanting to increase brand awareness, trade-show traffic, employee retention and more.
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Who's Who	Suppliers
In The	Suppliers manufacture, import, convert,
Promotional	imprint or otherwise produce or process
Products	products offered for sale through
Industry	distributors.
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