

PPAI Women's Leadership Conference™

PPAI
Women's
Leadership
Conference™

Research Roundup

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Publisher / Editor-In-Chief

PPAI





Research Roundup

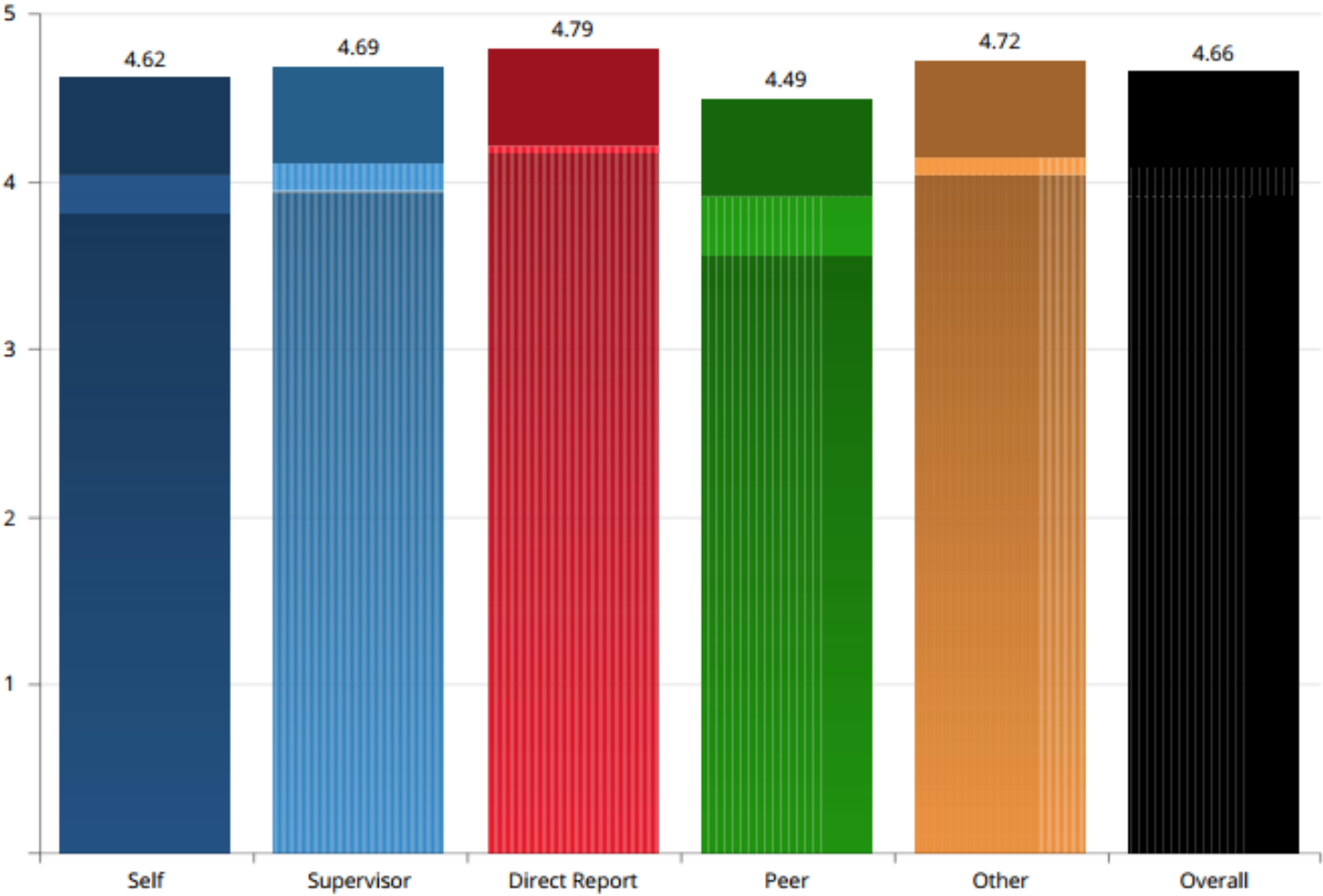


~~Research Roundup~~



**Research: I Love You,
You're Perfect...
Now Change**

Competency Analysis



“Josh is very good about sharing concepts, ideas and challenges, but I think **he would benefit from speaking at a faster speed and telling his story with a bit more energy and enthusiasm** to maintain the attention of his audience.”



“I think **Josh can be more upbeat** and project his voice with more volume in meetings to set the tone that he is the leader of PPAI Media and believes in all the hard work they are doing.”



“In presentations, there are times when Josh loses his audience. Josh has great content and information. If he can adjust his presentation style slightly...”



“Josh has a presentation style when he speaks in staff meetings that **feels low energy.**”



“Stop being so monotone when presenting. Project your voice more.”



**I Love You,
You're Perfect,**



PPAI Research: Benchmarking Supplier Credit Card Fees





2022

U.S. Distributors' Promotional Products Sales

Prepared by Michaela Mora
www.relevantinsights.com



2022

U.S. Distributors' Promotional Products Sales

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19.8%

The increase in
sustainable product
sales in 2022,
compared to 2021 in
the promo industry
*-Research By Relevant Insights
On Behalf Of PPAI*



2022

U.S. Distributors' Promotional Products Sales

Prepared by Michaela Mora
www.relevantinsights.com

48:52

The preliminary ratio
of industry business
done by small and
large distributors in
the U.S. in 2022.

*-Research By Relevant Insights
On Behalf Of PPAI*

Growth May Be Leveling, But Promo Continues To Trend Positive



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THE
**Industry
Leaders
2023**

Suppliers Earned **HIGH MARKS** in The Following Categories

Rank	Score	Company	2022 Revenue (Millions)	Change Since 2019	Revenue	Growth	Industry Faith	Professional Development	Responsibility	Innovation	Employees Happiness	Online Presence
1	440.46	SanMar	\$3,700.0*	51%								
2		S&S Activewear	\$2,150.0	62%								
3		alphabroder	\$2,000.0	18%								
4		Hit Promotional Products	\$611.0	23%								
5		Gemline	\$151.5	63%								
6		Next Level Apparel	\$340.0*	51%								
7		PCNA	\$857.3	5%								
8		HPG	\$269.0	31%								
9		SnugZ USA	\$112.5	96%								
10		Koozie Group	319.0	3%								
11	219.03	Cap America	\$76.8	73%								
12		Hirsch	\$44.0	83%								
13		Starline	\$57.9	68%								
14		Showdown Displays	\$103.0	13%								
15		Ariel Premium Supply	\$90.4	27%								
16		Goldstar	\$57.0	12%								

Score vs. Revenue

Revenue
\$4B

\$4B

3B

2B

1B

0

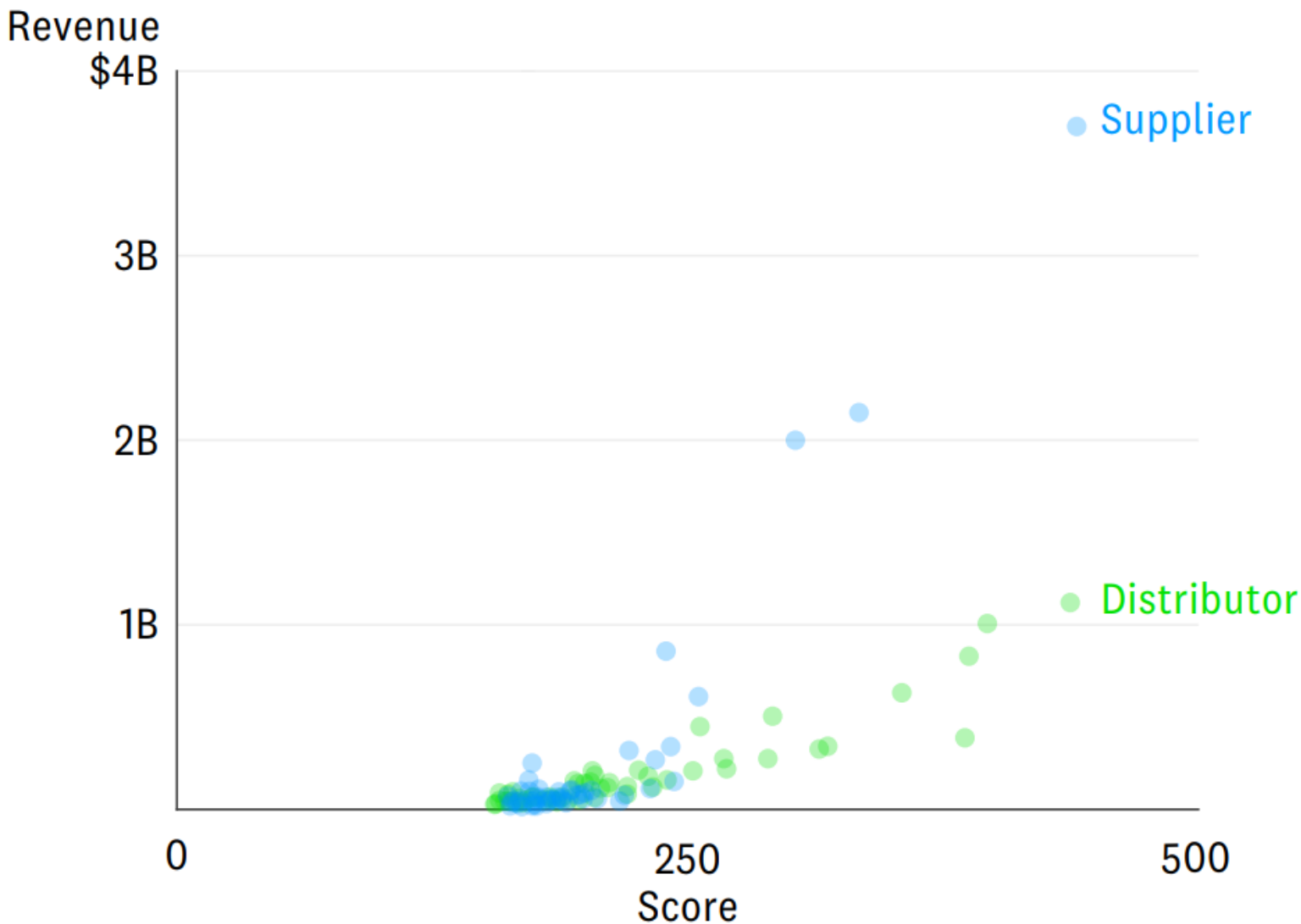
250

500

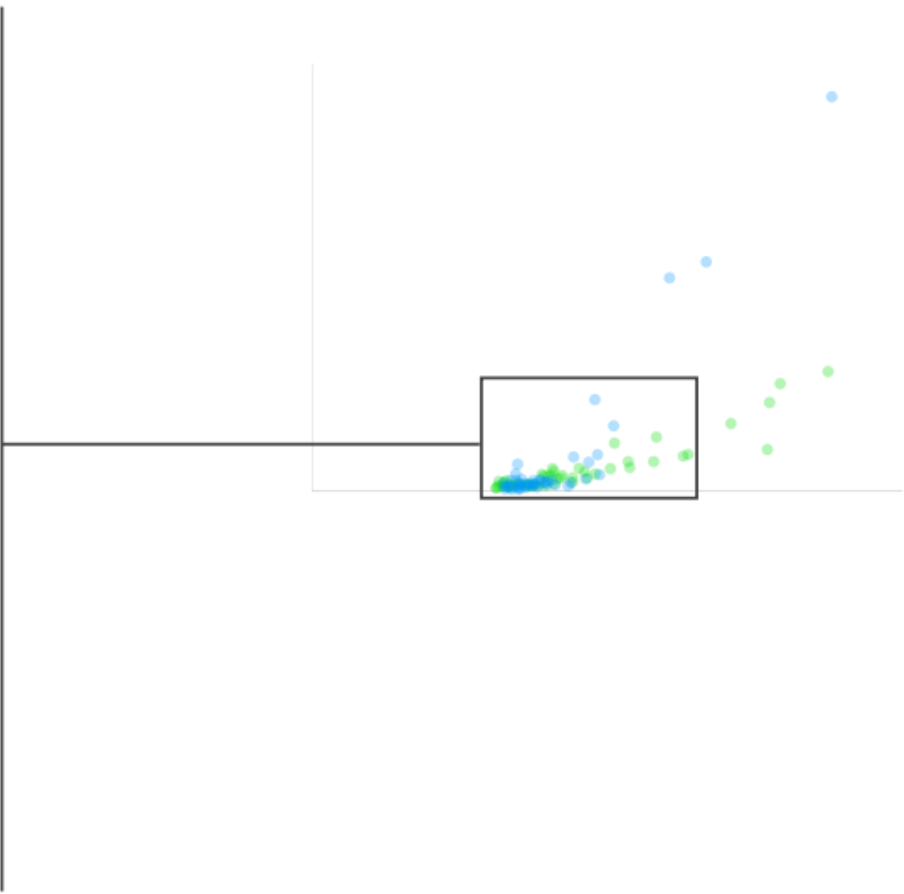
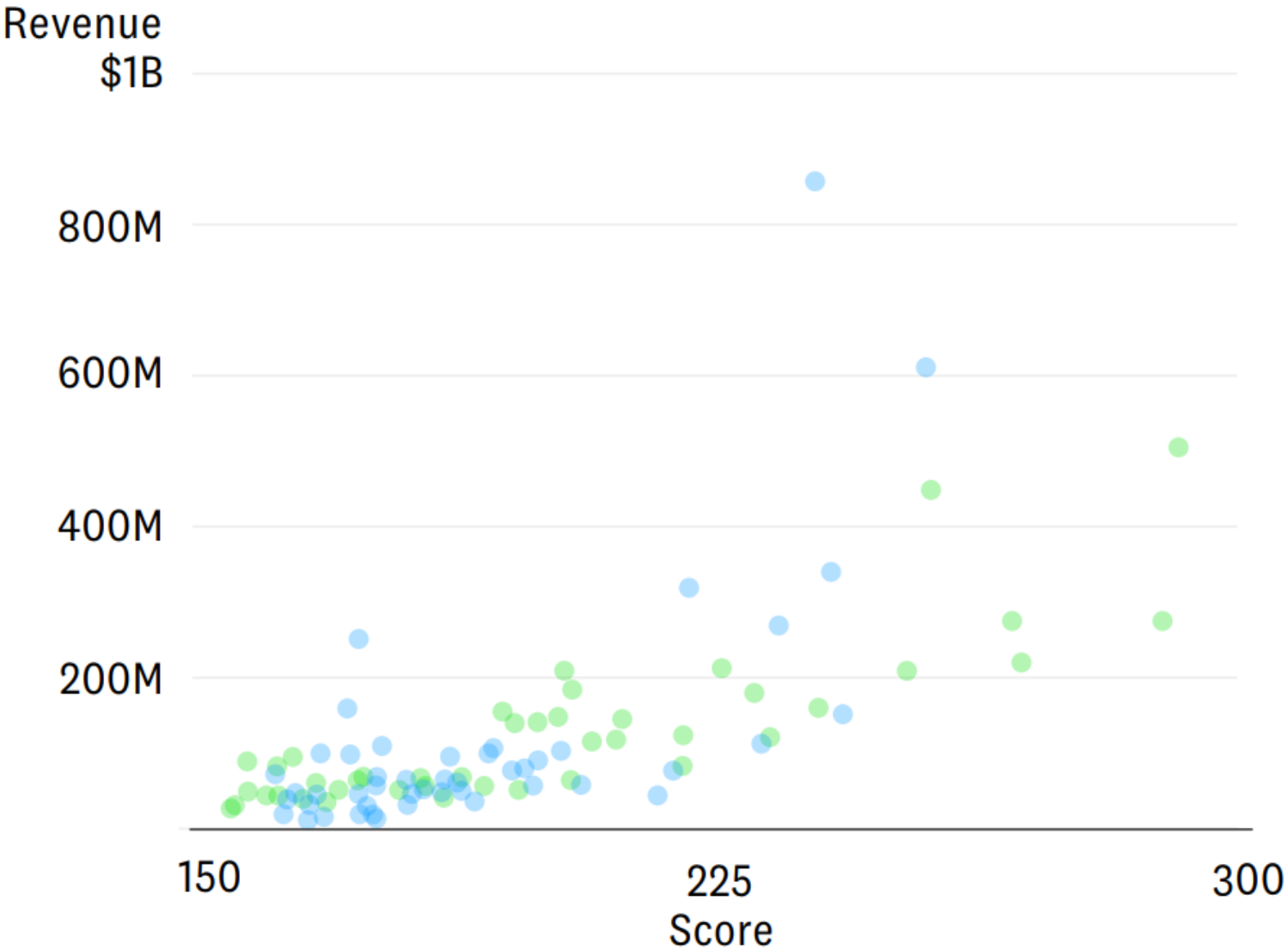
Score

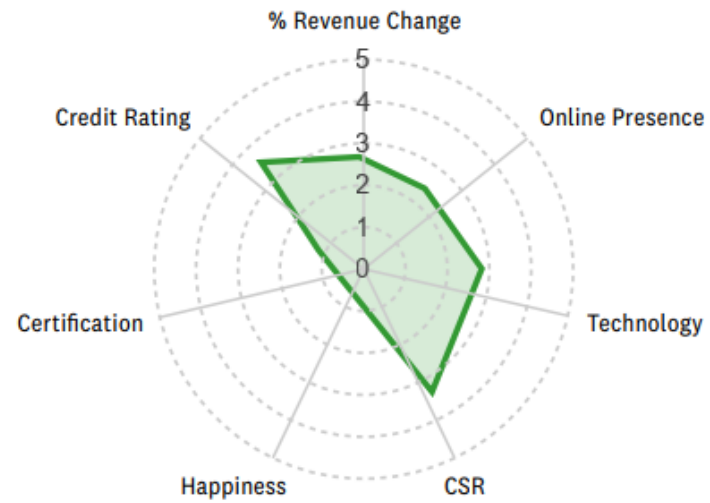
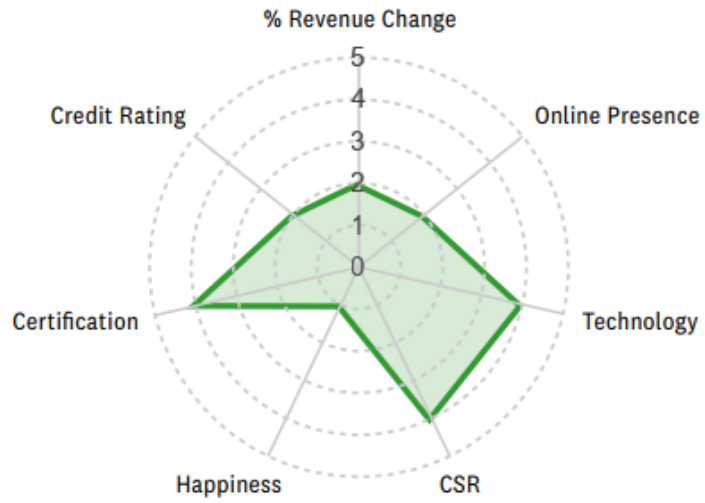
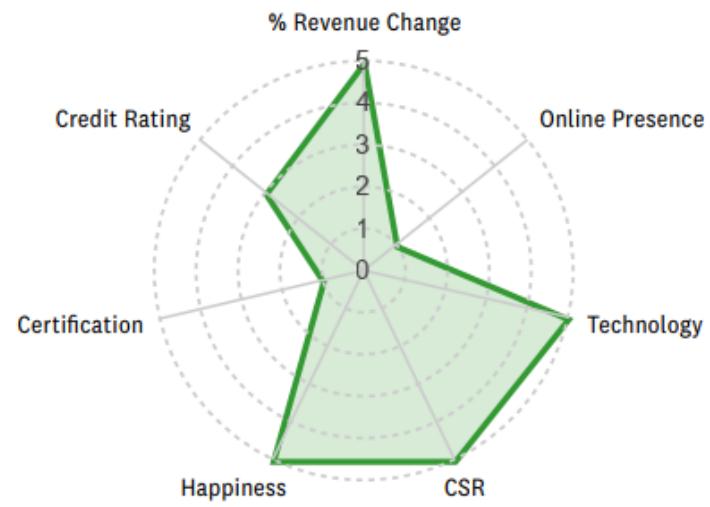
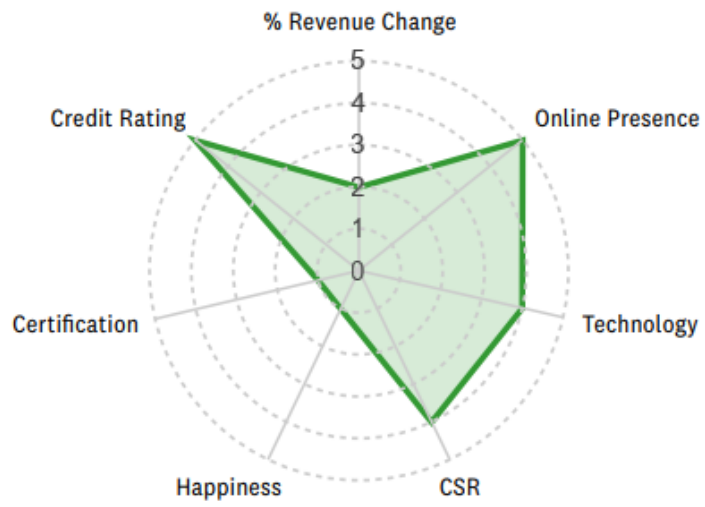
Supplier

Distributor



Score vs. Revenue - A closer look





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THE
**Industry
Leaders
2023**

09-06-22

Can we finally kill off cheap, disposable conference swag?

The pandemic slowed down the \$64 billion swag industry. Conferences are back, but do the cheap water bottles and stress balls need to come back with them?



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