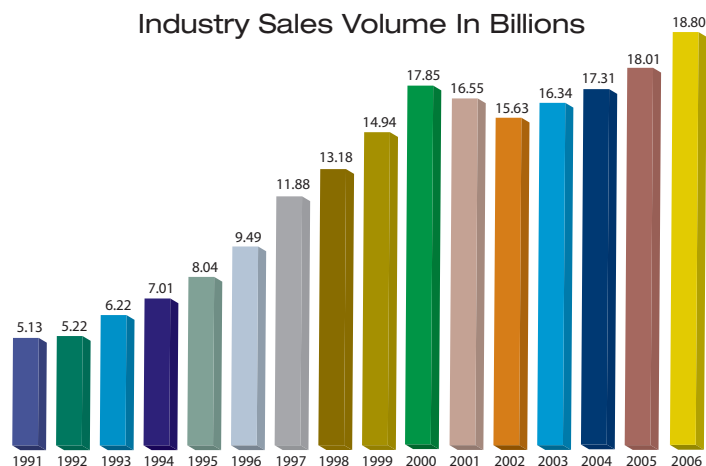


How Big Is The Promotional Products Industry?

More than **\$18.8 billion** annually, according to the 2006 *PPAI Estimate of Promotional Products Distributor Sales*. This annual study is sponsored by PPAI and conducted by researchers at Louisiana State University and Glenrich Business Studies.

Industry Sales Volume In Billions



What Are Promotional Products?

Items used to promote a product, service or company program including advertising specialties, premiums, incentives, business gifts, awards, prizes, commemoratives and other imprinted or decorated items.

Top Ten Buyers

- Education
- Financial
- Healthcare
- Not-For-Profit
- Construction
- Government
- Trade & Professional Associations
- Real Estate
- Automotive
- Professionals: Doctors, Lawyers, CPAs, etc.

Top Ten Uses

- Business Gifts
- Tradeshows
- Brand Awareness
- Employee Relations & Events
- Public Relations
- Dealer/Distributor Programs
- New Customer/Account Generation
- New Product/Service Introduction
- Employee Service Awards
- Not-For-Profit Programs

Promotional Products: Key To Integrated Marketing

Adding a promotional product to the media mix **generated favorable attitudes** toward a print ad in **all cases** (up to 44%). The use of a promotional product as the advertising medium alone achieved maximum impact, **up to 69% increasing brand interest** and **84% in creating a good impression of the brand.***

* Source: 2006 study of 18-34 year olds conducted by researchers at Louisiana State University and the University of Texas at San Antonio.

What Is PPAI?

Promotional Products Association International is the only international not-for-profit trade association for the promotional products industry. The Association offers education, technology, tradeshows, business products and services, mentoring, and legislative support to its more than 7,500 global member companies. In 2003, PPAI celebrated 100 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.

What Is The Value Of A Promotional Product?

Because the products are useful and appreciated by recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.

How Is The Industry Structured?

- A **promotional consultant** develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, tradeshow traffic, employee retention and more. There are more than **20,000 promotional consultant** firms in the industry. To find one in your ZIP code, use the search tool at www.promoideas.org.
- Suppliers** manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants. There are more than **3,500** supplier companies in the promotional products industry.

How Do I Find A Promotional Consultant?

Visit www.promoideas.org.

2006 Sales By Product Category

(2005 Figures In Parentheses)

