

www.ppai.org * Membership Services 888-426-7724 * Membership@ppai.org

WELCOME TO
PPAI
The Mark of a Professional.®

* **This Is PPAI**



TABLE OF CONTENTS

BUSINESS MANAGEMENT

Artwork Support Page 2
See Technology

Computer Services..... Page 2
See Technology

Copy/Print Services Page 3
FedEx Kinko's

Employee Recruitment & Retainment..... Page 3
The Omnia Group

Financial Solutions..... Page 3
Elavon
The PPAI WorldPoints Platinum Plus MasterCard
Quickbooks & Quicken Software
UPIC Credit Services

Healthcare Discounts..... Page 3
People's Health Express

Industry Identifiers Page 3
The Universal Promotional Identification Code
PPAI Logos

Industry Resources Page 4
PPAI Legislative Action Watch
Regional Relations
PPAI Product Safety

Market Research Page 4
PPAI Industry Research

Order Tracking..... Page 4
See Technology

Shipping Savings Page 4
FedEx
Group Transportation Services
TOYSA (Toy Shippers Association)

Travel Options Page 5
ChoiceHotels International
PPAI Fun Pass
PPAI Travel

PROFESSIONAL DEVELOPMENT

Educational Resources Page 6
The PPAI Bookstore & Resource Center

Networking Mediums Page 6
Networking & Relationship-building
PPMN (Promotional Professionals Mentoring Network)

Online Education Page 6
Live Webinars
Online, On-demand Courses

Professional Certification..... Page 6
Certified Advertising Specialist (CAS)
Master Advertising Specialist (MAS)

Professional Development Events Page 6
Academy & Learning Lab
Presidents' Forum
Special Topic Seminars
Suppliers' Forum
Women's Leadership Conference

Scholarships..... Page 7
PPEF

Volunteer Opportunities Page 7
Advisory Councils
PPAI ADvocate Program
PPAI Board of Directors
Standing Committees
Task Forces

SALES & MARKETING

Communication & Advertising .. Page 8
Distributor & Supplier Updates
PC Magazine
PPB Magazine
PPB Newslink
Promotional Consultant Today

Marketing Strategies..... Page 8
Mailing Lists
The Navigator & Value Book
PPAI Desktop Navigator
PPAI Special Delivery
Promoldeas
The UPIC Directory

Tradeshows Page 9
The Industry Tradeshow Calendar
The PPAI Expo
PPAI MarketShows
Promotions East

Industry Recognition..... Page 9
PPAI Awards
Case Histories
Idea Source

TECHNOLOGY

Artwork Support..... Page 10
ArtworkServicesUSA
iClipArt
Sm@rt Art
Volant Technologies

Color Systems Page 10
Pantone

BUSINESS MANAGEMENT



COPY/PRINT SERVICE

FedEx Kinko's offers impeccable service and substantial savings: 15% off color/B&W copies/printing, 5% off finishing services and 5% off signs and graphics. Receive a FedEx Kinko's discount card by calling the PPAI FedEx hotline at 800-475-6708.



EMPLOYEE RECRUITMENT AND RETAINMENT

The Omnia Group helps you attain maximum productivity by fully utilizing your best resources—your employees. Easy-to-use tools, including the Omnia Profile® assessment, help you find and retain good employees and independent contractors, boost your bottom line and enhance team morale. New PPAI member clients receive a free Omnia Profile. Contact Carletta Neal at 800-525-7117 x1226 or cneal@omniagroup.com.



FINANCIAL

Elavon (formerly Nova Information Services) provides U.S.- and Canadian-based member companies with competitive rates on merchant processing services (including credit card and check processing). Elavon handles all major credit, debit/ATM and private label cards, and offers e-commerce/internet solutions and equipment leasing. Contact Elavon at 800-546-1831 or visit www.elavon.com.



The PPAI WorldPoints® Platinum Plus® MasterCard® offers members the best rewards available today with no annual fee. Apply by calling 800-932-2775 and mention code FAANDP.



Intuit QuickBooks & Quicken Software deliver cost-saving benefits worth thousands to PPAI members with up to 25% savings on all QuickBooks™ and Quicken™ products. Discounts on training, checks and forms are also available. For personal and home-based business accounting, save up to 36% and get free shipping on Quicken financial software.



UPIC Credit Services was created jointly by PPAI and Forius Business Credit Resources to give you a range of services from reports to consulting. Visit www.upic.org, call 800-279-6226 ext. 641 or e-mail upic@forius.com.



HEALTHCARE DISCOUNTS

People's Health Express Discount Program provides significant savings for you and your dependents on healthcare services such as vision, dental, physician visit/hospital, chiropractic care and more. The program includes a FREE discount prescription drug card for all members—no purchase necessary. Visit www.ppai.org/phe or contact PPAI Membership Services at 888-426-7724 or Membership@ppai.org.

DISCLOSURE: This plan is NOT insurance. These discount benefits are NOT INSURANCE, and are not intended to substitute insurance. This discount card program contains a 30 day cancellation period. Additional disclosures and all terms and conditions are available on the registration site.



INDUSTRY IDENTIFIERS

The Universal Promotional Identification Code (UPIC) is the most comprehensive identification system in the industry—and it's free. The electronic signature enables distributors to easily identify themselves as qualified industry participants. For suppliers, UPIC provides the information needed to make fast credit decisions. As a new PPAI member, you will automatically receive a free UPIC identifier.

BUSINESS MANAGEMENT



PPAI Logos are available for download at www.ppai.org and may be used on letterhead, purchase orders and invoices to instantly identify your company as an active member of the industry's only international trade association.

INDUSTRY RESOURCES



PPAI Legislative Action Watch (PPAI LAW) lets you take control of the issues and legislation that impact you and your business. The easy-to-use online tools allow you to learn about pending issues, write your congressman, track your representatives' votes and learn where your involvement can make a difference.



PPAI Product Safety website helps you stay on top of important industry changes with FAQs, articles, webinars and legal and testing resources. Visit www.ppai.org/Member/productsafety.aspx.



PPAI Regional Relations works closely with the 28 independent regional associations and with the Regional Association Council (RAC) for mutual benefit and advancement of the industry. By developing and maintaining strong ties with RAC and the regional associations, PPAI is supportive of regional concerns and is committed to a shared industry vision. Contact Laura Salazar at 888-I-AM-PPAI (426-7724) ext. 3047 or Regional@ppai.org.

PPAI's legal counsel in Washington, D.C., continually monitors governmental and regulatory matters with potential impact on the promotional products industry and advises on how to address concern areas. This "watch dog" activity, including presenting the industry viewpoint at congressional proceedings, helps to safeguard your business and industry interests. Contact Anne Lardner at 888-I-AM-PPAI (426-7724) or AnneL@ppai.org.

MARKET RESEARCH

PPAI Research

PPAI Industry Research studies trends, patterns and attitudes relative to promotional products sales and usage. The annual Industry Sales Volume Survey (free to members) measures distributor sales of promotional products, as well as sales in specific product categories. The Distributors and Suppliers Business Surveys provide insight into industry conditions and serve as benchmarking tools. And PPAI's Sales Power Tools present customer-focused insight into the use of promotional products to achieve business goals. Additional studies are available at www.ppai.org. Contact Saritha Kuruvilla at 888-I-AM-PPAI (426-7724) ext. 3043, or Research@ppai.org.

SHIPPING SAVINGS



FedEx® offers significant discounts on domestic and international shipping for U.S. and internationally-based member companies—up to 45% off **FedEx Express**, up to 20% on **FedEx Ground**, and 60% on **FedEx Freight**. If you're like most, your savings will far exceed your annual PPAI membership dues. Contact the PPAI FedEx hotline at 800-475-6708.

BUSINESS MANAGEMENT



Group Transportation Services (GTS) provides considerable savings on LTL shipping services. Contact GTS at 800-689-6255 or gts@onestopshipping.com.



TOYSA (Toy Shippers Association) was formed specifically to serve its members with discounted ocean freight rates. PPAI supplier members qualify to join TOYSA (just \$50/year) and enjoy significant discounts on international shipping and eligibility to earn year-end rebates. Contact Greg Marti at 513-489-7730 x171 or gmarti@toysa.com.



TRAVEL OPTIONS

Choice Hotels International gives PPAI members 15% off published rates at more than 5,000 properties worldwide. Call 800-258-2847 or visit www.choicehotels.com to book a room and use PPAI discount code #00803239 to receive the discount.



PPAI Fun Pass lets members and their employees enjoy discounts at favorite entertainment destinations, including theme parks, museums and movie theaters, nationwide. Login to The PPAI Fun Pass site at store.loraxgroup.com and enter username PPAI.



PPAI Travel is a comprehensive travel website offering the best rates available or better pricing on airline, hotel, car rental, cruise, group travel and more.



PROFESSIONAL DEVELOPMENT



EDUCATIONAL RESOURCES

The **PPAI Bookstore & Resource Center** provides access to a wide range of industry-specific and general-business resources at member-discounted prices. Contact the PPAI Bookstore at 888-I-AM-PPAI (426-7724) or bookstore@ppai.org.

NETWORKING MEDIUMS

Networking & Relationship Building provide valuable learning opportunities. Whether you're attending a PPAI tradeshow or education program, the networking and new relationships you gain will be learning experiences you'll draw upon over and over again. PPAI forums and academies are designed to address important issues and optimize learning from other industry professionals.



Promotional Professionals Mentoring Network (PPMN) offers programs to help you quickly build your own networking community. Organized as a Special Interest Council of PPAI, members pay only \$35 a year for membership and have access to: an exclusive mentoring program, scholarships, networking and social activities, specialized education, job bulletin board, monthly e-newsletter, podcasts, resources through a comprehensive website and much more. As a new member of PPAI, your first year's dues in PPMN are covered. Contact 888-I-AM-PPAI (426-7724) or ppmn@ppai.org.

ONLINE EDUCATION

PPAI Webinars are timely learning opportunities available live at scheduled times throughout the year, with a number of recorded sessions available on demand 24/7, many offered free to PPAI members.



Online, On-Demand Courses Through PPAI Online Education are your sources for workshops, training and professional development. MAS/CAS points are available for on-demand programs. Visit www.ppai.org to choose your courses today.

PROFESSIONAL CERTIFICATION



MAS/CAS Certification, offered exclusively through PPAI, are the only certifications available in the industry. By participating in PPAI educational programs, you expand your industry knowledge and hone your skills, as well as participate in the curricula required as part of earning the Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) designations. Contact PPAI Education and Certification at 888-I-AM-PPAI (426-7724) or Certification@ppai.org.

PROFESSIONAL DEVELOPMENT EVENTS



Academy & Learning Lab conferences are designed to be events that bring up-and-coming industry professionals together from all across North America.



Presidents' Forum is the premier learning and networking event for industry leaders.

Special Topic Seminars cover a wide-range of sales and business topics.

PROFESSIONAL DEVELOPMENT



Suppliers' Forum, specifically for supplier members, is an event for industry decision makers, action packed into two half days each year.



Women's Leadership Conference is an exciting opportunity to learn and laugh with some of the smartest women in our industry.

And there are many other opportunities to grow your knowledge! PPAI Professional Development regularly offers new and innovative programs, so watch for details. Contact the Professional Development Department at 888-I-AM-PPAI (426-7724) or Education@ppai.org.

SCHOLARSHIPS



Promotional Products Education Foundation (PPEF) is the industry's charitable, nonprofit organization, which awards continuing education grants and college scholarships to industry employees and outstanding students with one or both parents employed within the industry. Contact Sara Besly at 888-I-AM-PPAI (426-7724) ext. 3097 or ppef@ppai.org.

VOLUNTEER OPPORTUNITIES

Members have the opportunity to participate firsthand in guiding Association activities by serving on the **PPAI Board of Directors**, standing committees, advisory councils and task forces. A key difference between PPAI—a nonprofit industry trade association—and other for-profit ventures is the chance for members to directly influence Association policy by serving in volunteer roles. Consequently, PPAI leaders invest their time, talents and knowledge to make a significant and lasting impact on both the Association and the industry.

For specific information on PPAI volunteer opportunities and to access the online volunteer participation form, visit www.ppai.org. Contact Lisa Beck at 888-I-AM-PPAI (426-7724) ext. 3069 or LisaB@ppai.org.



PPAI Advocate Program is designed to train promotional products professionals on how to make presentations focused on the power of promotional products and the importance of distributors as effective marketing resources. The objective is to educate buyers and potential buyers, and create an awareness of promotional products as a marketing medium starting at the community level.

SALES & MARKETING



COMMUNICATION & ADVERTISING

Distributor and Supplier Updates are free monthly e-mail bulletins, which present association news and information relevant to distributor and supplier businesses.



Promotional Consultant magazine is a bi-monthly magazine featuring short, sales-specific articles, relevant trends, targeted strategies, expert voices and compelling case studies. For questions or assistance, contact Jennifer Oats at JenniferO@ppai.org or 972-258-3044.



PPB magazine, the industry's premier monthly publication, brings you news, industry research and expert how-to features applicable to real-life situations affecting your own company. And you'll be privy to the newest products available in the marketplace. *PPB* is included with your PPAI membership. For additional subscriptions call 888-I-AM-PPAI (426-7724) ext. 3044; for advertising rates and specs, call 866-620-7724.



PPB Newslink, a free e-mail publication distributed every Tuesday, offers fast access to breaking industry and Association news.



Promotional Consultant Today is a quick-read, daily, electronic newsletter targeted to meet the unique educational needs of distributor salespeople, delivering short, snappy sales tips and effective, expert advice right to the desktop. For your free subscription and to read current and past issues, please visit the *PC Today* website at www.promotionalconsultanttoday.com.

MARKETING STRATEGIES

Mailing List Rentals help you deliver your message successfully. Request a mailing list rental order form by contacting 888-I-AM-PPAI (426-7724) ext. 3019 or Membership@ppai.org.



The Navigator and Value Book is a comprehensive resource directory featuring free indexed listings and cross references about PPAI supplier and business services member companies. *The Navigator* also includes the Value Book, which features free coupons from participating companies. Visit www.ppaipublications.com/navigator to verify your company's listings, create a coupon and enhance your visibility in *The Navigator* 2009. For information on display ads and to upgrade your listing, call PRISM Media Group at 866-620-7724.



PPAI Desktop Navigator allows you to search from your computer desktop for PPAI members and their product lines with links to supplier e-mails and websites. This free, members-only business tool sits on your hard drive and is updated bi-monthly via the web. To download your copy of the PPAI Desktop Navigator, visit www.mvreader.com/release/ppa/0001/setup.exe.



PPAI Special Delivery provides direct-mail marketing services for suppliers to reach verified distributors throughout the industry. A Special Delivery Flyer Pack includes quarterly mailings to 20,000 distributors allowing suppliers to include sales sheets, brochures, catalogs and product samples. For details contact Mike McClintic at 972-488-4441 or mcclintic@prismb2bmedia.com.

SALES & MARKETING



Promolideas is designed for end buyers. It includes a broad array of information beneficial to those who approve, specify or purchase promotional products, including powerful research, industry facts, case studies, education and a seasonal calendar. The site also includes a search tool that enables buyers to locate qualified promotional consultants in their area or to request a trained speaker to make a presentation on the power of promotional products. Contact Anne Lardner at 888-I-AM-PPAI (426-7724) ext. 3041 or AnneL@ppai.org.



The UPIC Directory is the promotional products industry's No.1 search tool, reaching more than 4,700 suppliers. Through the free directory, fast, detailed searches can be conducted by product, category, specifications and more.

TRADESHOWS

The Industry Tradeshow Calendar is an extensive online tool, which provides details on industry shows, dates, event schedules, exhibitor specifics and costs. It's available on the home page at www.ppai.org.



The PPAI Expo is the largest, most innovative tradeshow in the promotional products industry, boasting:

- More than 1,600 of the industry's top suppliers exhibiting in approximately 3,900 booths
- 100+ seminars and workshops
- Exceptional networking opportunities, including the industry's only fashion and accessories show and spectacular parties
- More than 14,000 distributors ready to view the latest promotional products and set their business strategies for the coming year

Registration is free for all qualified distributors. Visit www.theppaiexpo.org or contact The PPAI Expo Department at 888-I-AM-PPAI (426-7724) or Expo@ppai.org.



PPAI MarketShows is a new kind of showcase created by PPAI to see products, meet suppliers and gain powerful knowledge about the promotional products industry. Coinciding with the Imprinted Sportswear Show (ISS), you'll be able to quickly gain the contacts and know-how to dive in. Visit www.ppaimarketshows.com.

INDUSTRY RECOGNITION



PPAI Awards recognize and honor industry professionals for their creativity, quality, excellence and customer service. PPAI members strive to earn these awards and the recognition that comes from being honored. For awards descriptions and deadlines, go to www.ppai.org/awards.

Case Histories ensure you won't reinvent the wheel. With this members-only site, you'll find award-winning programs demonstrating the effective use of promotional products that will, in turn, help you generate ideas for your customer campaigns.



Idea Source is a robust web bank of award-winning promotional products campaigns. Idea Source is a fast, effective, easy-to-use resource for ideas on strategy, execution, products and resources. All 1,900 campaigns featured in Idea Source are winners of the coveted PPAI Pyramid competition. These campaigns reflect the creativity and quality of the industry's top distributors.



TECHNOLOGY



ARTWORK SUPPORT

ArtworkServicesUSA offers conversion from virtually any source to EPS vector artwork starting at the members-only price of \$12.25. ArtworkServicesUSA features excellent customer service, fast turnaround, online status reports and free online archival. Visit www.ppai.org/artstudio or call 443-276-1313.



iCLIPART offers PPAI members 25% savings on online clipart subscription services. With more than 6.2 million images, iCLIPART is the world's largest clipart website, offering royalty-free and vector-art images. Contact iCLIPART at 800-713-0398 or support@iclipart.com.



Sm@rt Art is specifically designed by PPAI for use in the promotional products and related industries. Developed by industry professionals, sm@rt codes are used to identify supplier artwork requirements to ensure quick, clean imprinting processes. Visit www.smart-artwork.org.



Volant Technologies offers fast, dependable and affordable digitizing services at \$30 or less for up to 10,000 stitches. Outstanding quality is produced by experienced digitizers, same-day turnaround is available on most orders, and there's a state-of-the-art online ordering system, with a rich set of easy-to-use features. Visit www.volant-tech.com or call toll-free 1-866-240-8025.



COLOR SYSTEMS

PANTONE® Matching System (PMS), the most reliable color system, is available at member-preferred pricing—the best in the industry—when purchased through the PPAI Bookstore. Contact the PPAI Bookstore & Resource Center at 888-I-AM-PPAI (426-7724) or Bookstore@ppai.org.



COMPUTER SERVICES

CoreVault offers automated and centrally managed data backup and recovery services to help businesses of all sizes protect their data, with benefits that include:

- Instantly and safely storing offsite at two redundant locations
- Encrypted and compressed files for security
- 24/7 fast restore
- PPAI member special pricing as low as \$24.95/mo for 5GB

Get a free price quote at www.corevault.net/ppai or call 888-265-5818.



PC Connection offers members preferred pricing on computer hardware, software and peripheral equipment, and provides a toll-free technical support staff. Visit www.it.pconnection.com and use login ID: PPAI@pconnection.com and password: PPAIPCC. Contact Allison Van Stry at 800-800-0014 x33542 or avanstry@pconnection.com.