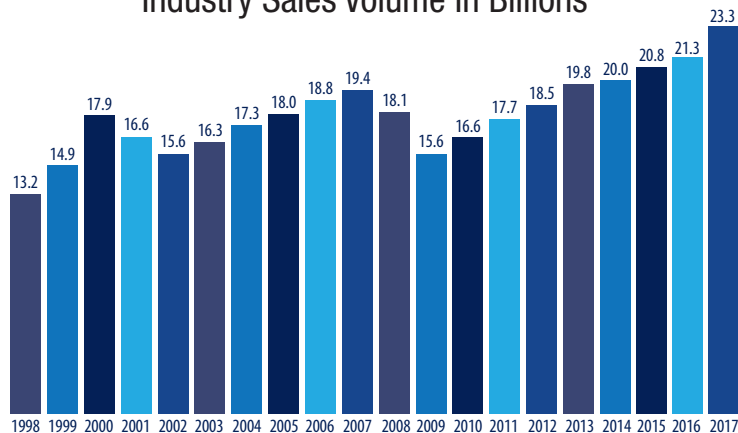


How Big Is The Promotional Products Industry?

More than **\$23.3 billion**, according to the 2017 PPAI Sales Volume Study. This annual study is sponsored by PPAI and conducted by researchers at Relevant Insights.

Industry Sales Volume In Billions



Source: PPAI 2017 Sales Volume Study

What Is A Promotional Product?

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

Business Services	Construction
Education	Insurance
Financial	Technology
Manufacturing	Non-Profit
Healthcare	Agriculture

Source: PPAI 2017 Buyer Marketplace Study

Top Ten Uses

Brand Recognition	Employee Communications & Recognition
Brand/Product Awareness	
Corporate Identity	New Product Introduction
Public Relations & Goodwill	Motivate Behaviors & Incentive Programs
Customer Retention & Appreciation	
Generate Sales & Referrals	New Customer Acquisition

Source: PPAI 2014 Buyer Behavior Study

DID YOU KNOW?

The promotional products industry consists of 40,546 companies and 489,065 industry jobs.

Source: PPAI 2017-18 Little Black Book

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, tradeshow, business products and services, and legislative support to its more than 15,000 global member companies. PPAI has celebrated 114 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.

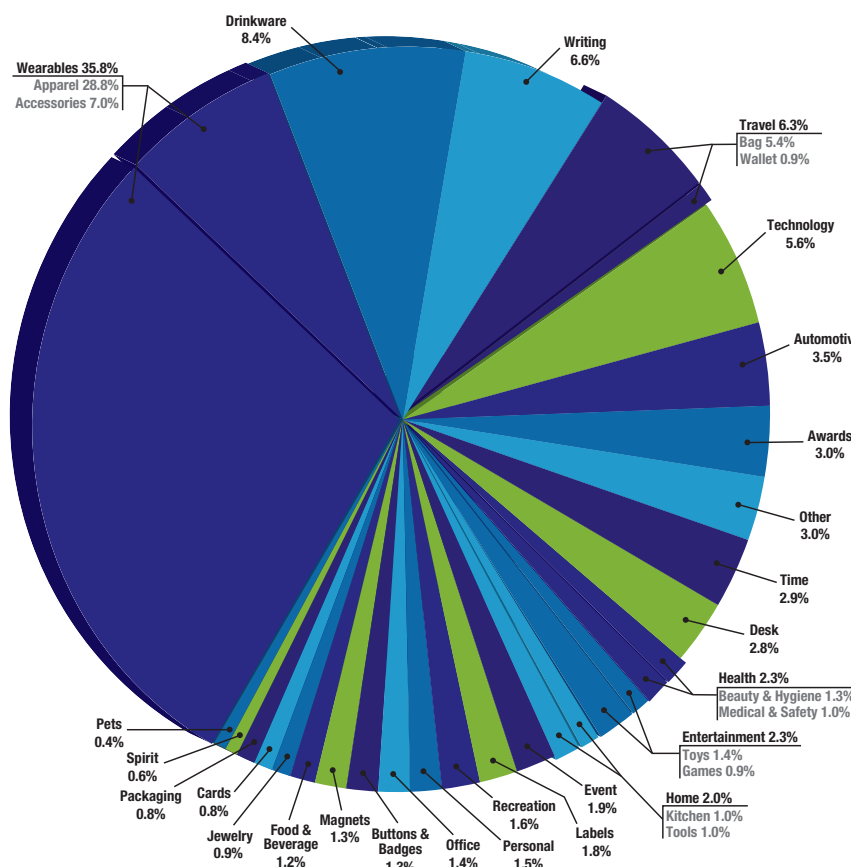
What Is The Value Of A Promotional Product?

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.
- Suppliers manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants.
- As the trade association for the promotional products industry, PPAI represents the interests of both member and nonmember promotional product companies, more than 40,000 U.S. companies providing more than 500,000 U.S. jobs.

Sales By Product Category



Source: PPAI 2017 Sales Volume Study

POSITIVE IMPACT²

Nearly **7 in 10** brands consider promotional products mostly or always effective in achieving marketing goals

REACH¹

89% of consumers have received a promotional product in the last six months

REACTION¹

79% researched the brand

83% more likely to do business with the brand

RECALL¹



Who Recalls What Best?

Millennials best recalled social media.

Generation Xers best recalled directional calls to action, or statements with definitive instructions.

Baby Boomers best recalled points of reference such as website domains or contact information.

"A COMPANY'S:"

Name	} BRANDING
Logo	
Slogan	} MESSAGING
Tagline	
Website	} CALL TO ACTION
Social Media	
Contact	
Directional	
Hashtag	

REASONS¹

TOP 3 reasons people keep promotional products:

Fun
Functional
Trendy

RESONANCE¹



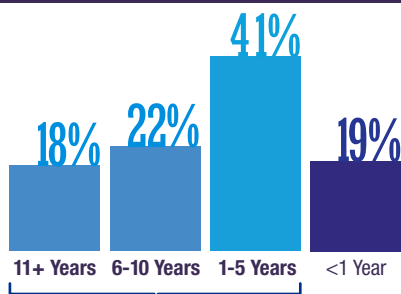
82%

had a **more favorable impression** of the brand

REPEATED EXPOSURE¹

81%

keep promotional products for more than a year



POWER OF PROMOTIONAL PRODUCTS¹

Ranked **#1** most effective

form of advertising to prompt action across all generations



	Millennials	GEN Xers	Baby Boomers	Silent Generation
1)				
2)				
3)				
4)				
5)				