

PPAI EXPO[®] DAILY[™]

MONDAY, JANUARY 11, 2016

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THE PPAI EXPO RANKS NO. 55 AMONG THE TOP-100 U.S. TRADE SHOWS

By Tina Berres Filipski

Size and strength often determine the leader of the pack—and based on those attributes, plus quality, innovation and consistent growth, The PPAI Expo has long been the leading trade show in the promotional products industry.

Last fall, the show was ranked No. 55 on *Trade Show Executive* magazine's 2015 Gold 100 List as one of the top shows in the U.S. based on a three-part, same-show comparison of show size, growth and attendance as well as innovation, social media practices, green initiatives, global participation and economic impact. The PPAI Expo has held a place on the prestigious list since the ranking's inception in 2007.

The listing was based on The PPAI Expo 2014, which drew a total of 20,227 participants and featured 3,254 booths in nearly one million square feet.

"We are excited that The PPAI Expo continues to be honored with a *Trade Show Executive* Gold 100 award," says Bob McLean, PPAI executive vice president. "This annual recognition is a strong indicator of the ongoing quality, value and relevance of The PPAI Expo and reflects the vibrancy of the promotional products industry. I am very proud to be associated with the PPAI team that produces this highly successful event."

PPAI Director of Expositions and Meetings Darel Cook adds, "The ranking represents the strength of the PPAI membership and the continued significance of promotional products. The Expo has long been a top-tier U.S. trade show, and it owes that to the quality work done by volunteers and staff to produce an outstanding annual event."

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\$66 MILLION CENTER EXPANSION TRANSFORMS EXPO SHOW FLOOR

By Tina Berres Filipski

When The PPAI Expo 2016 show floor opens on Tuesday, attendees will view and experience the grandest improvements in the show since its debut at the Mandalay Bay Convention Center in 2003. The most startling improvement is the expansion of the convention center itself, which recently completed a \$66 million renovation and expansion that boosts it to the fifth-largest center in the U.S.

As a result of the expansion, Expo will now take place all on one level in 870,000 square feet. At this size, the show floor is large enough to hold 85 Gracelands or 15 White Houses with room to spare. The former second floor exhibit hall has been converted into carpeted ballrooms to accommodate corporate meetings and events.

The expansion, which took place along the Bayside area of the show floor where a parking lot once stood, also adds a separate entryway, creates additional exhibit space on Level 1, adds an underground parking garage and allows for better traffic flow for the entire show.

For PPAI, the improvements in the

facility were the catalyst to re-envision many aspects of the show's format and components. "The Mandalay Bay expansion has created an opportunity to present a new Expo," says Darel Cook, PPAI director of exhibitions. "It will be the first time in over 40 years that all exhibits will be on one floor. This will create an entirely new experience and rejuvenated excitement. Expo has long been the bellwether event in the industry and now it gets ramped up to another level. We fully expect this to be the best Expo in years."

Along with the expanded show floor, PPAI has employed a number of new elements within the show to maximize attendees' experiences. For example, in the past, all sections of the show floor opened at once but not this year. Starting on Tuesday at 8 am, distributors will get early access to the show floor with a Product Pavilion Sneak Peek located in Hall F, near the new center entrance. Here distributors can browse four distinct categories of featured products: New Products, Green Products, Made In The USA and Express Ship. At 9 am, the new exhibit

halls E and F (aisles 400-2,300) will open to give show attendees access to the **brand.** pavilion and the newest section, **brand. experience. brand.** is the go-to source for corporate gift ideas and premium products including Bose, Bulova, Citizen, Movado, Sony, Swarovski, Waterford and hundreds of other brand-name products.

New for 2016 is **brand. experience**, an interactive space where exhibitors will demonstrate their products to give distributors and buyers in attendance time to interact with products to drive more ideas and inspiration. Visitors to the hall can also enjoy a frosty brew with customers and colleagues in the adjacent beer garden.

PPAI promises big rewards for those who go to the new halls on Tuesday morning. Between 9 and 10 am there will be live music, coffee carts, multiple prize giveaways and a chance to win a grand prize worth thousands of dollars. At 10 am, the entire show floor opens to present more than 3,200 booths and thousands of promotional products. The show runs through Thursday at 3 pm. ■

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Choose your own topic at today's general session.

PAGE 4



Explore these five sales ideas to start the year strong.

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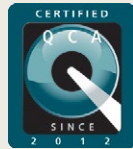
What's trending in hard goods in 2016? Check it out.

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Hear Seth Godin at the Tuesday morning General Session.

Photo By Brian Bloom



Please stop by and visit us at
BOOTH 3825
 Same location, new booth number.
See What's New for 2016!

NEW

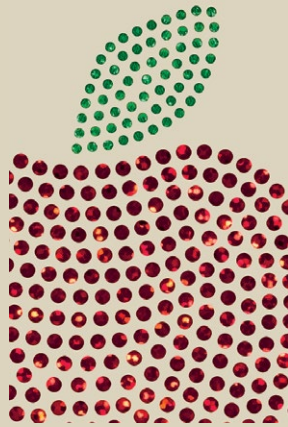
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SPARKLE DECORATION is perfect when you need uniquely branded bags to celebrate special events, add prestige to your brand, or simply stand out from the crowd. Available on our Non-Woven and Polyester bags.



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CHOOSE YOUR OWN ADVENTURE AT TODAY'S GENERAL SESSION

By Jen Alexander

Shake up your professional development with today's General Session, which is a two-part event that features three dynamic speakers, each with their own insights and advice for moving forward in life and in business. Continue the journey with the speaker of your choice in a Power Keynote, where these inspiring presenters will dive deeper into relevant issues that are shaping the way promotional professionals do business.

The 2:30 pm General Session introduces attendees to Melinda Doolittle, Casey Gerald and Josh Tickell—three speakers with compelling stories and valuable lessons to share, who will then present simultaneous Power Keynotes at 4 pm.

Melinda Doolittle is an *American Idol* winner and successful vocalist who overcame early obstacles to become a sought-after musician, performing with such artists as Aretha Franklin, Michael McDonald, and BeBe and CeCe Winans. Doolittle will present "Beyond Me: Finding Your Way To Life's Next Level."

As the co-founder and CEO of MBAs Across America, Casey Gerald seeks to unite entrepreneurs and MBA recipients across the nation to revitalize America. Gerald has worked in economic policy and government innovation fields, and has been featured in several publications including *The New York Times* and the *Financial Times*. A member of the Millennial



Melinda Doolittle



Casey Gerald



Josh Tickell

generation, Gerald will present "Make A Life, Not Just A Living: Overcome Fear, Harness Failure, And Tap Into Our True Mission To Solve The Big Problems Of Our Time."

Josh Tickell brings yet another Millennial perspective to the General Session, sharing his experiences as a filmmaker who focuses on movies with

an environmental message. Tickell's fame began when he converted a van to run on French fry oil and drove across the country with his college sweetheart. Tickell's presentation, "Secrets Of The Millennials Code," will discuss the world of social and psychological triggers that drive this generation's attitudes and values. ■

POWER KEYNOTES: 4-5 PM (Free to Expo registrants)

GENERAL SESSION
Monday, January 11
2:30-3:30 pm
 Mandalay Bay Ballroom J
 Free to Expo registrants

BEYOND ME:
 Finding Your Way To
 Life's Next Level
Melinda Doolittle
 Mandalay Bay Ballroom F

OR

MAKE A LIFE, NOT JUST A LIVING:
 Overcome Fear, Harness Failure, And Tap Into Our True
 Mission To Solve The Big Problems Of Our Time
Casey Gerald
 Mandalay Bay Ballroom J

OR

SECRETS OF
 THE MILLENNIALS
 CODE
Josh Tickell
 Mandalay Bay Ballroom H

SCHEDULE OF EVENTS

Monday, January 11

- 7 am-6 pm Show Office · LEVEL 2 · Mandalay Bay Foyer
- 7 am-7:30 pm Shuttle Service In Operation · LEVEL 1 · Bayside E Entrance
- 7:30 am-5:30 pm Experient Housing Desk · LEVEL 1 · Lobby
 Information Desk · LEVEL 1 · Lobby
 Internet Café · LEVEL 1 · Lobby Bayside F
 PANTONE® · LEVEL 1 · Lobby
 Professional Development Information Desk · LEVEL 2 · Lobby
 Registration · LEVEL 1 · Lobby
 Scooter Rental · LEVEL 1 · Lobby
- 7:30 am-6 pm Luggage/Coat Check · LEVEL 1 · Lobby Bayside A
- 8 am-2:05 pm FREE Professional Development Workshops · LEVEL 2
- 8 am-5 pm Certification Lounge · LEVEL 2 · Reef C
 Exhibitor Move-In (Expo, **brand.**, DECORATE) · LEVEL 1 · Bayside A-F
- 8:30 am-2:30 pm SAGE Conference · LEVEL LL · South Pacific E/F
- 9 am-noon Certification Exam · LEVEL LL · Shell Seekers AB
- 11:45 am-1 pm Keynote Luncheon · LEVEL 2 · Mandalay Bay Ballroom J
- 1-5 pm Package Mail/Valet Service Center · LEVEL 1 · Bayside A
- 2:30-3:30 pm General Session: Power Keynote Preview · LEVEL 2 · Mandalay Bay Ballroom J
 Sponsored by: Next Level Apparel
- 4-5 pm Power Keynotes · LEVEL 2 · Mandalay Bay Ballrooms F, H & J
- 7-9:30 pm Chairman's Leadership Dinner · LEVEL 2 · Mandalay Bay Ballroom J
 Sponsored by: R.S. Owens & Company, Visions/Awardcraft and Etching Industries Corp.

Tuesday, January 12

- 7 am-6 pm Show Office · LEVEL 2 · Mandalay Bay Foyer
 Luggage/Coat Check · LEVEL 1 · Lobby Bayside A
- 7 am-7 pm Shuttle Service In Operation · LEVEL 1 · Bayside E Entrance
- 7:30 am-5:30 pm Experient Housing Desk · LEVEL 1 · Lobby
 Information Desk · LEVEL 1 · Lobby
 Internet Café · LEVEL 1 · Lobby Bayside F
 PANTONE® · LEVEL 1 · Lobby
 Registration · LEVEL 1 · Lobby
- 7:30 am-6 pm Scooter Rental · LEVEL 1 · Lobby
- 8-9 am Product Pavilion Sneak Peek · LEVEL 1 · Bayside F · Sponsored by: Drum-Line
- 8 am-5 pm Certification Lounge · LEVEL 2 · Reef C
 Professional Development Information Desk · LEVEL 2 · Lobby
- 8 am-6:30 pm Package Mail/Valet Service Center · LEVEL 1 · Bayside A
- 8:30-9:50 am General Session: Seth Godin · LEVEL 2 · Mandalay Bay Ballroom J
 Sponsored by: BIC Graphic USA
- 9 am-5:30 pm Exhibits Open (Expo, **brand.** DECORATE) Grand Opening · LEVEL 1 · Bayside E-F (Aisles 400-2300)
 Product Pavilions (New Products, Green Products, Made In USA, Express Ship)
 LEVEL 1 · Bayside F
- 10 am-5:30 pm EXHIBITS OPEN (Expo, DECORATE) · LEVEL 1 · Bayside A-D (Aisles 2400-7000)
 PPAI Booth #2451 · LEVEL 1 · Bayside D
- 11:45 am-1:15 pm Keynote Luncheon · LEVEL 2 · Mandalay Bay Ballroom J
- 1:45-4:45 pm FREE Professional Development Workshops · LEVEL 2
- 6:30-8:30 pm PPAI Awards Presentation & Reception · LEVEL 1 · House of Blues at Mandalay Bay Resort & Casino · Sponsored by: J. Charles Crystalworks Inc., R.S. Owens & Company, and Visions/Awardcraft

Don't miss these events...

TODAY			TUESDAY	
Distributor roundtable at 10:40 am in Breakers L. Free to attend.	Keynote Luncheon at 11:45 am	General Session begins at 2:30 pm. Free to attend.	Seth Godin speaks at 8:30 am. Free to attend.	House of Blues awards reception at 6:30 pm.

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In addition to the mammoth square footage and powerful draw of the show, its economic impact on the city of Las Vegas is staggering. The Las Vegas Convention and Visitors Authority estimates the overall non-gaming economic impact of The PPAI Expo at \$26.2 million based on the 2015 show.

“We are honored and proud to have PPAI back to Mandalay Bay once again,” says Stephanie Glanzer, CMP, vice president of sales, Mandalay Bay and Delano Las Vegas. “Since PPAI first met at Mandalay Bay in 2003, we have grown together and have been strong strategic partners.

“As PPAI has grown and evolved into the leading event in the industry, Mandalay Bay has continued to invest back into the property to meet the needs of our repeat guests. It is a strong partnership that we appreciate and one we hope to continue for a long time.” ■

MAKE A CONNECTION WITH HUMORIST PATRICK HENRY

By James Khattak

Customers stay loyal when the business they’re working with creates an emotional connection. That’s the message Patrick Henry, former Nashville songwriter and featured performer on the Sirius XM Radio Family Comedy Channel and Blue Collar Radio, wants his audience to take home with them.

Customer loyalty, Henry stresses, is fragile. And for many products, services and ideas, their chief differentiator is price, rather than value. He believes that people are loyal to those they are emotionally connected to, and that through value-based customer relationships, businesses can use emotion to drive results. Emotions, he says, lead to feelings and feelings lead to actions. If you can make them feel, you can make them buy.

Growing up in the football town of Auburn, Alabama, Henry saw firsthand how fans are made. His background, in part, led to the realization that engagement is the foundation for loyalty, and loyalty is the foundation for emotional and financial buy-in.

Henry has said that we learn best when we are being entertained, and audiences can look forward to humor, guitar playing and original songs during his 75-minute session. He will read stories from his book *The Pancake Principle: Seventeen Sticky Ways To Make Your Customers FLIP For You*, and have real-world examples that show attendees the right mindsets to build an extraordinary customer experience. ■



KEYNOTE LUNCHEON
 Monday, January 11, 2016
 11:45 am – 1 pm
 BECOMING REMEMBER-ABLE
Patrick Henry
 Mandalay Bay Ballroom J, Level 2
 Check for ticket availability
 at registration on Level 1
 Members, \$55/Nonmembers \$110
 MAS 1 point

FIVE SALES IDEAS TO START THE YEAR STRONG

By Jen Alexander

Few events energize promotional products salespeople like a trade show, and The PPAI Expo is the biggest jolt to sales ideas all year. A recent report by enterprise application software company SAP, “What’s the Future of Sales?”, revealed some telling statistics about buyers.

For one, buyers will expect more focused interactions with salespeople. They’ll also expect their salespeople to be experts—high levels of product and company knowledge were viewed as more important than good relationships, according to the study. Finally, buyers want a personalized, efficient purchasing experience.

Take the ideas you find at Expo this week and make them work for you and your sales teams by boosting them with these five tips:

- 1. KEEP UP-TO-DATE WITH PROSPECTS** by monitoring online activities through productivity tools such as LinkedIn, Google Alerts, PRNewswire and Lead411.
- 2. IDENTIFY TRIGGERING EVENTS** such as business challenges, goals or needs, and develop sales-ready messaging that speaks to these elements.
- 3. USE CURRENT CUSTOMER BENEFITS TO ENTICE PROSPECTS.** Ask current clients what additional benefits they’ve received from your product or service, and point those out to prospects during a sales call.
- 4. BUILD SALES PARTNERSHIPS** with non-competing companies. Do you provide a product or service that another company’s clients might benefit from? Explore the possibility of cross-promotion, sharing your new partner’s products with your clients, and vice versa.
- 5. STRENGTHEN YOUR SELF-PROMOTION EFFORTS.** Give prospects a taste of what you can do for them by combining the best of your products and services into an introductory self-promotion. They’ll appreciate the gifts, and you’ll benefit from the memorable exposure.

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TECHNOLOGY PRODUCTS LEAD HARD GOODS

By Julie Richie

It should come as no surprise to anybody in the promotional products industry that the biggest trend in hard goods in 2016 will be the expansion of items to support, protect, enhance, amplify and store our ever-growing stash of technology products.

“The biggest trend for 2016 will be mobile completely dominating the desktop,” says Jeff Schmitt, MAS, account executive with Cedric Spring and Associates (UPIC: CEDR0001). Google confirmed in 2015 that more internet searches now take place on mobile devices than on computers in 10 countries, including the U.S. and Japan.

“Many suppliers have tried to up the game in offers for the technology area,” Schmitt says. “USB Type-C is already on the new Nexus devices that have come out, along with a few Mac items. It will only be a matter of time before we as an industry will have to adapt to this new standard. With new phones coming in on a rather quick cycle, hopefully the manufacturers are forward-planning on items that they are making using these standards.”

Mobile technology is so integrated into life and so important to businesses that many people trade in their phones for new versions more frequently than they change the oil in their cars. Because of this, “any product that is ‘techy’ is a very hot trend. Our society is on the go more than ever and we are all tied to our mobile devices almost 24/7,” says Gwen Brey, marketing coordinator at Beacon Promotions, Inc. (UPIC: BEACONP). “Techy products such as power banks, chargers and earbuds are very popular and definitely on trend,” she adds.

Robyn Elenowitz, vice president of Mineola, New York-based Essee Distributors (UPIC: 7414140), says, “Cell phone-related promotional products are smart for distributors to focus on as most people now are so cell-phone centered. Products like our cell phone wallets or screen cleaners that stick to the back of your phone offer incredible branding visibility of your company logo and are a no-brainer for a promotion across all industries,” she says.

Kendra Kirks McDougal, MAS, marketing and branding specialist with HALO Branded Solutions (UPIC: HBS), says suppliers are going to get creative with technology solutions in 2016. “I think you’re going to find more

unique tech items. For example, I love the new Leed’s power bank that has three different outlets. Plus, they have a power bank that also works as a car charger. So you charge your phone in the car and then take the power bank with you,” she says.

Given the constant need for a

charged device, power banks continue their immense popularity. Tustin, California-based supplier Logomark (UPIC: logomark) recently announced a partnership with Pisen to bring Asia’s largest retail power bank brand to the promotional industry. “In today’s mobile-dependent world, Pisen Power

Banks are perhaps one of the most relevant corporate promotional items we have yet to offer,” says Trevor Gnesin, Logomark president and CEO. “Smartphones are getting faster but battery life seems to fall short when it comes to dependability and longevity. Having a power bank to ensure on-the-go connectivity is a must in today’s world.”

With all the devices brimming from our pockets and purses these days, we need products to hold and protect them. “Laptop bags with dedicated padded pockets for gadgets are increasingly popular, and proven to give your customer a long lasting branded product,” says Mathew Olivolo, director of marketing at Mobile Edge (UPIC: Mobile), who predicts that his company’s new SmartPak will be a hot seller in 2016.

In addition to technology products, multi-use and quality brand-name products will continue to be popular in 2016, says Dan Livengood, CAS, senior national account executive at Business Impact Group (UPIC: Busin946). And he believes the trend toward retro colors will continue, although many of his customers still choose neutral colors and opt for minimal decoration. “Products like the Leatherman multi-tool are trending well. Any item that makes the recipient’s life easier will be a great item. The longer the recipient uses the item, the longer the brand is exposed and the better your customer feels about purchasing it,” he says.

Digital technology utilizing four-color imprint capability has been trending for quite some time, Livengood adds. “This method of imprinting on tech items such as Bluetooth speakers and headphones is on the rise. And suppliers are becoming more and more flexible allowing à la carte selections of this hot category while offering lower quantity minimums.”

Livengood emphasizes that “no matter what product you choose to recommend for a promotion, ask yourself, ‘What’s truly relevant to the target demographic and can produce long lasting results?’ You want the lifespan of your product or service to be the longest it can be while having the ROI the largest it can be.” ■

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JUICE® XE6

Leatherman
Tool Group, Inc.
Booth # 627



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PISEN® POWER BANKS

Logomark
Booth # 2713



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CHECK OUT TUESDAY’S PPAI EXPO DAILY FOR 2016 TRENDS IN APPAREL

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HEAR SETH GODIN LIVE AT TUESDAY'S GENERAL SESSION

By Tina Berres Filipski

He's written 18 bestsellers with curious titles such as *The Dip* and *Purple Cow*. He's defined his brand by being unashamedly authentic. He's attracted a mass of followers but his approach is anything but mass market. He's a prolific and outrageously popular blogger who prefers to read books in print. He endured 800 rejections from publishers in one year yet raised \$250,000 from readers in one week to secure a book contract for *The Icarus Deception: Why Make Art?* in 2012.

If you don't yet know Seth Godin, here's an opportunity to learn from this marketing master who talks and writes about change, leadership, fear, failure and changing everything. Godin takes to the stage at the PPAI Expo General Session on Tuesday from 8:30 – 9:50 am to present *From Invisible To Remarkable: Dancing On The Edge Of A Revolution*.

In a Q&A in *PPB* magazine's December issue, Godin gave readers insight into some of the concepts within his latest book, *What To Do When It's Your Turn*.

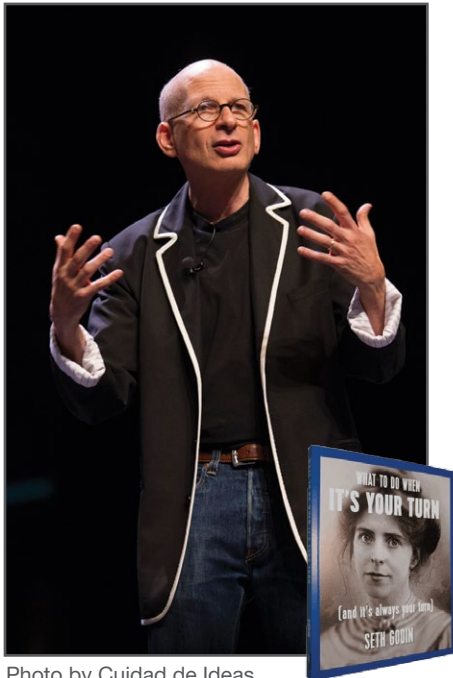


Photo by Ciudad de Ideas

PPB: You talk about how someone may reject an idea based on their worldview. What are some ways to influence someone's perception to get them to say 'yes'?

Godin: Actually, it's almost impossible to change someone's worldview, and bribes don't work. What does work is creating (and living) a story that matches the worldview that the person already has. [For example] if someone has the worldview that they don't trust strangers, for example, then become a non-stranger before you ask them to trust you. It sounds simple, but too often marketers are selfish, and we focus on what we want and what we believe, not what the prospect believes.

PPB: You also talk about overcoming fear of failure. What specific actions can someone take in a typical day to start thinking differently about fear and risk?

Godin: You can't make risk disappear. And you can't make fear go away. What you can learn to do, the same way you learned to ride a bike, is to practice dancing with fear. Fear isn't the enemy; fear is a compass, a pointer to which direction you need to go to do something worthwhile. Look for the fear, don't flee.

PPB: What did you dream, for readers, for yourself, when you set out to write this book?

Godin: Books are powerful indeed. Shared books are more powerful still. A shared book gives us something in common, something to talk about. The goal of the book is to inspire, not to reassure. We have a magical moment in time, and I fear we're wasting it. ■

KEYNOTE SESSION

Tuesday, January 12
8:30-9:50 am

FROM INVISIBLE TO
REMARKABLE: DANCING ON
THE EDGE OF A REVOLUTION

Seth Godin

Mandalay Bay Ballroom J
Free to Expo registrants

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EXPO EDUCATION AND PROFESSIONAL DEVELOPMENT GO HAND IN HAND



By Jen Alexander

For the self-proclaimed lifelong learner, education is its own reward. But PPAI strives to help members receive recognition for their efforts to become better promotional professionals, and it does so by conveying the Certified Advertising Specialist (CAS), Master Advertising Specialist (MAS) and Master Advertising Specialist Plus (MAS+) certifications.

“We as an organization value education and certification, and our program has existed for more than 50 years,” says Julie Levay, PPAI certification manager. “We know it’s a personal endeavor, so we have created a program for people who want to use it and benefit from it.”

Members pursuing their certifications are required to accumulate credits through professional development opportunities, and The PPAI Expo offers several CAS- and MAS-level courses, which is ideal for professionals who prefer to attend live education events when earning credits toward certification.

“If you’re just starting out, CAS courses are designed to highlight numerous aspects of work in the industry. MAS course content focuses on strategic thinking and high-level business practices such as business management and strategic management.”

In addition, says Levay, the Professional Development team has worked to provide valuable continuing education opportunities to members who have already achieved their certifications.

Attendees who are new to industry certification are encouraged to attend the certification information session, which provides a high-level view of the program. And individuals who are ready to recertify can select from courses that are geared toward their current certification level.

“Even if you’re not pursuing certification credits, any number of sessions can be helpful for you based on where you are in your promotional products career,” says Levay.

“Professional designations are growing in value because they set you apart in your industry,” she adds. “Industry veterans have always valued education. New generations of industry professionals, especially, are very aware of the benefits of certification.”

Attendees who have earned the required number of credits to sit for the CAS or MAS exam may do so at Expo. The exam is being given on Sunday January 10, 9 am – noon and Wednesday January 13, 1:30 – 4:30 pm and attendees may register and pay on site at the Professional Development information booth on Level 2. ■

PPAI CERTIFICATION AT A GLANCE

Ever wondered what it takes to earn a PPAI Industry Certification? Check out this handy chart to see what you need to earn your TAS, CAS, MAS or MAS+.

PROGRAMS	EXPERIENCE REQUIRED	EDUCATION POINTS REQUIRED	REQUIRED COURSES	EXAM REQUIRED	RECERTIFICATION REQUIRED	DESIGNATION
TAS	Less than 3 years	25 CAS or MAS level	No	No	No	Certificate of completion
CAS	3 years or more	75 CAS or MAS level	Yes	Yes	Yes**	Certification
MAS	5 years or more	100 MAS level, plus valid CAS	No	Yes	Yes**	Certification
MAS+	7 years or more	225 total points, plus valid MAS	No	No (project-based)	No	Certification

In order to register for the PPAI Certification Exam, you must have already completed the specified CAS or MAS program requirements. Fees for the online exam are \$275 for members and \$345 for non-members. Fees for the paper-based exam are \$225 for members and \$285 for nonmembers.

**CAS designees must continue to keep their CAS Certification current by completing 25 additional educational credits over three years. MAS designees must continue to keep their MAS Certification current by completing 25 additional MAS-level educational credits over three years. Recertification fees are \$75 for members and \$125 for nonmembers.

If you’ve been an industry professional for awhile and are ready to commit to earning a professional designation that reflects your promotional products skills, expertise and experience, consider the PPAI Certification Fast-Track Program. The program is an initiative aimed at providing promotional products professionals with a minimum of five years of verifiable industry experience with an avenue for “waiving” certain CAS Certification requirements in consideration of their experience, education, and/or achievements.

The Fast Track Program is comprised of two applicant-submitted waivers: (Specific criteria must be met to be eligible for CFT 15 and CFT 75; respective fees apply.)

Certification Fast Track 15 (CFT15):

“Waives” all six CAS-required courses (15 points) for the applicant (each course will show as “Waived” on the applicant’s transcript)

Certification Fast Track 75 (CFT 75):

“Waives” all six CAS-required courses (15 points) and remaining 60 CAS points for the applicant—qualifies the applicant to immediately sit for the CAS exam (each course will show as “Waived” on the applicant’s transcript)

For more information, contact PPAI at certification@ppai.org, or visit the PPAI Professional Development information desk on the second floor of Mandalay Bay Convention Center, Sunday through Tuesday between 9 am and 5 pm.

2016 PPAI PUBLICATIONS TEAM

EDITOR: Tina Berres Filipski (TinaF@ppai.org)

ADVERTISING SALES: Ellen Tucker (EllenT@ppai.org)

ASSOCIATE EDITORS: Jen Alexander (JenA@ppai.org) and Julie Richie (JulieR@ppai.org)

NEWS EDITOR: James Khattak (JamesK@ppai.org)

GRAPHIC DESIGNER: Sarah Dodd (SarahD@ppai.org)

ADVERTISING SPECIALIST: Lydia Gonzales (LydiaG@ppai.org)

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June 27-29, 2016
Atlanta, GA



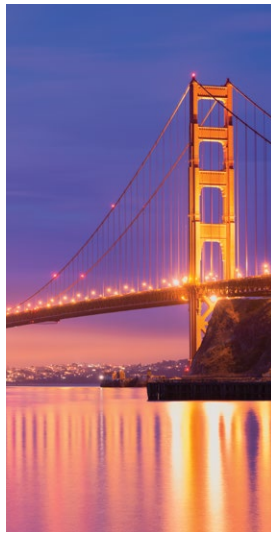
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Power Meeting immediately following
WLC, June 29-July 1.

NORTH AMERICAN LEADERSHIP CONFERENCE

August 14-16, 2016
San Francisco, CA



#ppainalc | ppai.org/nalc



Power Meeting immediately following
NALC, August 16-18

TECHNOLOGY SUMMIT

August 17-18, 2016
San Francisco, CA



#ppaitechsummit
ppai.org/techsummit



IT Matters!

By Julie Richie

Product Picks For 2016

See these products and more at the product pavilions.

STARLINE, INC.

Booth # 6140, 6141

The **silovacuum tumbler** has stainless steel, dual-wall construction with copper-lined vacuum insulation that provides optimum heat retention. It includes a patent-pending, flip-top lid design with snap locking closure that will prevent your drinks from spilling. For greater brand visibility, upgrade your logo to TruColor™ digital imprint.



CASTELLI NORTH AMERICA, INC.

Booth # 5031

This 192-page **ApPeel journal** is made from apple residuals and other vegetable fibers that are ground and emulsified into an organic paper. It's finished with an eco-peel cover, pen loop and elastic closure.

WINEO WINE STOPPERS

Booth # 6268

Engrave or full-color UV print any logo or design on a **WineO custom wine stopper**. The patented design leaves no cork crumbs and allows no oxygen permeation. You can store the bottle vertically or horizontally with this stopper.



THE SPICE LAB

Booth # 4752

Choose a **wooden crate gift set** with top selling sea salts, seasoning rubs and infused teas in large designer glass jars with a brushed chrome top and attached wooden spoon. The gift sets of one, two or three jars in a wooden crate can come with custom labels, and the wooden crate for the one- and two-jar gift sets also can include a logo imprint.

WEBB COMPANY

Booth # 3336

This **bamboo coaster set** is great for promoting your brand at any conference or event, giving as a customer gift or introducing a new product line/service. The set can be packed in a plain white gift box for an additional charge.



PROMOTUNITY INC.

Booth # 5460

These mints can be made into any shape or logo and embossed or debossed with any design. The versatility of the molding process allows distributors and their clients to be as creative as they'd like.

OSBORNE COINAGE

Booth # 6440

With four-color digital colorization, **personalized color coins** can have readable QR codes, realistic color (including skin tones), gradients and fine lines. Metal show-through is also an option. Every coin can be personalized with variable copy.



SMASHING FACTORY

Booth # 4780

Have your brand front and center during cold and flu season, or any time of year, with this classic **cube tissue box** custom-printed in full color on four sides and the top. The box holds 50-count, two-ply white virgin tissue.

ABOUT THE PRODUCT PAVILIONS

Sneak Peek Tuesday, January 12, 8-9 am

HOURS:

Tuesday, January 12, 9 am-5:30 pm

Wednesday, January 13, 9 am-5:30 pm

Thursday, January 14, 9 am-3 pm

LOCATION:

Level 1, Mandalay Bay Convention Center in Bayside F.

For more information on exhibitors and to plan your show experience, download SAGE Mobile at sageworld.com/sage-mobile-expo/

Q&A:

What will be the biggest challenge your business faces in 2016?



Scott Perry

Director of Sales
TradeNet Publishing, Inc.

TradeNet's challenge for 2016 continues to be making sure distributors recognize the reliability and "sell-ability" of our type of value-priced products, in spite of competition from suppliers who sell directly to end users and in deference to higher-margin products that typically dominate sales presentations.



Rick Greene, MAS

Regional Vice President
HALO Branded Solutions

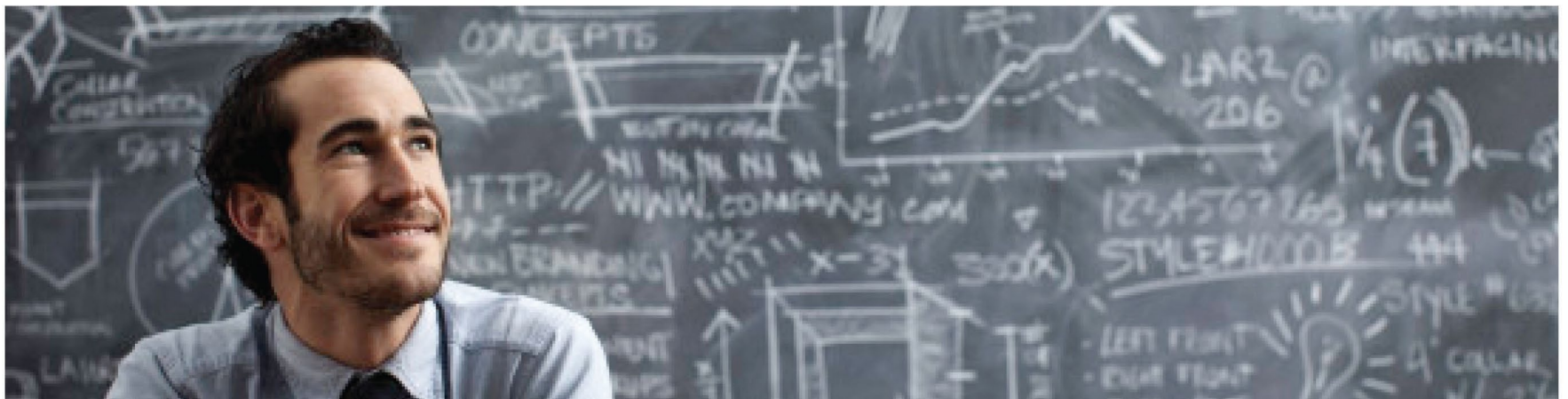
The biggest challenge HALO Branded Solutions will face in 2016 is living up to the stunning bar-raising expectations of 2015. This past year has easily been the very best year ever, with our sales expected to exceed \$250 million, our recruiting goals smashed, our acquisition effort superlative with Newton coming on board and a few other significant acquisitions, our marketing tools fine-tuned and ramped up to bring the very best value to our sales team, our Preferred Supplier program bringing millions of dollars in rebate bonus money to be paid out to the sales force and a dozen other peak performance indicators that have us scratching our heads about how to top this in 2016.



Lance Stier

Managing Member
NC Chocolate Manufacturing LLC
(Chocolate Inn / Taylor & Grant)

The biggest challenge we will face in 2016 is the continuous education of our distributor partners about the capabilities of Chocolate Inn / Taylor & Grant and Nassau Candy. We have the largest specialty confectionery, gourmet food and natural foods supplier business in North America and in the promotional industry with facilities throughout the U.S. and North America. We have struggled, and we continue to struggle, to get that message into the hands of all potential distributor customers who recall the Chocolate Inn business when it was only chocolate, before we made the significant investment in expanding the printing, decoration, customization and product line capabilities of Chocolate Inn / Taylor & Grant.



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TICKETS ON SALE NOW TO EXPO'S UNFORGETTABLE SPECIAL EVENTS

Purchase tickets on a first-come, first-served basis at PPAI Registration on Level 1 in the Mandalay Bay Convention Center.



CHAIRMAN'S LEADERSHIP DINNER

Monday, January 11, 7 – 9:30 pm
Mandalay Bay Ballroom, Level 2
\$150 Member / \$200 Nonmember

If you want to rub shoulders with industry legends and trade stories with the industry's most influential leaders, add this event to your show schedule. Join in the celebration as PPAI presents its top honors—Distinguished Service Award, the H. Ted Olson Humanitarian Award and the newest inductee to the PPAI Hall of Fame. Plus, learn about a few of those responsible for industry's rich history with the presentation of the inaugural PPAI Promotional Products Pioneers.

Black-tie optional; must be at least 16 years old to attend.



PPAI AWARDS PRESENTATION & RECEPTION

Tuesday, January 12, 6:30 – 8:30 pm
(doors open at 6 pm)
House of Blues at Mandalay Bay Resort & Casino
Live music by industry band Midnight Soul Patrol
\$75 Member / \$120 Nonmember

The House of Blues is the go-to location again this year for the event of the season honoring PPAI award-winning companies in five categories: Supplier Star, Suppliers Achievement, Technology, Pyramid and Image.

Must be at least 21 years old; valid photo ID required, dress code enforced: no tennis shoes, sandals, shorts, hats or athletic apparel are allowed.



POWER OF TWO PARTY

Wednesday, January 13, 7:30 – 10:30 pm
LIGHT Nightclub, Mandalay Bay Resort & Casino
\$25/person—includes two drinks and light hors d'oeuvres

All work and no play is no way to go through Vegas so make time to connect with fellow peers, vendors, clients and friends at this heart-pumping, music-thumping, dance-floor-jumping wrap-up to the Expo.

Must be at least 21 years old; valid photo ID required, dress code enforced: no tennis shoes, sandals, shorts, hats or athletic apparel are allowed.

I am Karen Foy.
PPAI Member #242272.

This is my story.

"I met Kerri Gorman, my business partner, when I was 18 years old and moving into my first college dorm. It was pouring rain. She was dressed to go out, and I was dressed for my move. She needed an umbrella. Luckily, I had one. And yes, it was a logoed promotional product!

I loaned her my umbrella only to find out she would be living across the hall from me that semester. This was the beginning to a strong and lasting friendship. Through college and several different jobs we have remained great friends.

In 2001, we finally decided to take the plunge and start our own printing and promotional products business together. I was very experienced in the printing business and Kerri had been an apparel buyer. We became Gorman Foy. In the early years, it was stressful for us and our husbands because we had to take out loans to start the business in the post-9/11 world.

Fast forward 14 years, and a friendship which started with the sharing of a promotional product has evolved into a successful business. Our goal has always been to enjoy what we do. And we certainly do that.

I'm Karen Foy, and this is OUR story."



PPAI Members: Much More Than A Number

PPAI
ppai.org

BEST NEW OFF-THE-STRIP RESTAURANTS THAT WON'T BREAK THE BANK

By Julie Richie

They say that calories consumed in Vegas stay in Vegas. Or maybe they don't say that. But you need your strength for all the leads you're generating and networking you're doing. When you're ready to venture off the Strip and away from the fray, here are some new choices that are winning rave reviews and won't cause a huge dent in your wallet.



GLUTTON URBAN NEIGHBORHOOD CUISINE

Downtown
(8.5 miles from Mandalay Bay)
616 E. Carson Ave. #110
702-366-0623
www.gluttonlv.com
\$\$

Choose small plates to share or traditional large plates with a twist, such as wood roasted chicken with tasso ham and pickled stuffing with bourbon sauce, or turkey and guanciale meatballs with tomato piquillo sauce and soft parmesan polenta. Start your meal with pickled tomatoes with whipped ricotta, basil and grilled bread. For dessert, try the caramel corn profiteroles with salted caramel and popcorn ice cream.



EL DORADO CANTINA

Just Off The Strip
(3.7 miles from Mandalay Bay)
3025 Sammy Davis Jr. Drive
702-722-228
www.eldoradovegas.com
\$\$

Did walking all those miles on the show floor make you hungry for tacos? You're in luck. Just off the Strip, El Dorado Cantina features cochinita street tacos and many other authentic regional Mexican specialties and Central American dishes. The chefs insist on sustainably sourced products that are free from antibiotics, steroids and pesticides. Share the gluten-free tableside guacamole and if you're feeling adventurous, or just uninhibited, try the chapulines and you can tell your family you ate sautéed grasshoppers (in your choice of garlic lime or habanero) in Vegas.



POT LIQUOR CONTEMPORARY AMERICAN SMOKEHOUSE

Town Square Las Vegas
(1.8 miles from Mandalay Bay)
6587 South Las Vegas Blvd.,
Suite B-196
702-816-4600
www.potliquorcas.com
\$\$

If you hail from a southern state, you probably know that pot liquor refers to the broth seasoned with salt and smoked meat that is left over after boiling greens. This barbecue restaurant honors all varieties of barbecue and makes its food, rubs, sauces and sides in-house. Meat is cooked in Big Bank Hank, the smoker, and Big Bank Hank knows what he's doing. The ribs are fall-off-the-bone tender and the pulled pork is moist and savory. Choose individual items or a combination plate, such as The Yard & The Coop. Don't forget the sweet cornbread.



LUCKY FOO'S

Henderson/Green Valley Area
(7.2 miles from Mandalay Bay)
8955 South Eastern Ave.
702-650-0669
www.luckyfoos.com
\$\$

Travel just 15 minutes from the Strip and you can please all the disparate palates and dietary restrictions in your party at Lucky Foo's. Vegan and gluten-free options dot the menu, along with an elaborate sushi selection (try the top-selling Inferno Roll if you can handle the heat) contrasted with items to please pickier or non-seafood eaters, such as The One & Only Foo Burger that features red onion bacon jam. Extensive installations by local artists make for an interesting, creative ambiance.

PANTONE BRINGS NEW PRODUCTS, TOOLS TO EXPO 2016

By James Khattak

PANTONE®, the provider of color systems and leading technology for accurate communication of color, will be at The PPAI Expo 2016 with new products, features and opportunities. Color can influence purchasing behavior and transform a brand. Being able to consistently meet customers' color requests is critical in running a successful business. Visit PANTONE Booth #2651 on the trade-show floor and learn what's new for 2016.

PANTONE is introducing a number of new products and features for the promotional products industry in 2016, including the addition of 210 new Fashion, Home + Interiors (FHI) colors to the 2,100 market-relevant tones it already offers. Organic shades, vibrant brights, earthy and burnt mineral tones, pastels and more

give industry professionals a deeper, more flexible color vocabulary to draw from.

This year, the PANTONE FHI Color Guide adds a new PANTONE Color Number suffix, TPG (Textile Paper – "Green"). All lead pigments and chromium have been removed from the TPG colorant combinations, making them more eco-friendly and in line with compliance standards in Europe and elsewhere. The FHI Color Guide has moved to a two-volume format to better accommodate its 2,100 colors and new features.

Alongside the new colors, PANTONE has rolled out the PANTONE Plus Series Extended Gamut Coated Guide, a new color communication guide that brings printing closer in line with PANTONE

Matching System Colors. It includes simulations of all 1,729 Plus Series Formula Guide Colors. Available via special order, orders placed at Expo are eligible for special show pricing.

For the first time, PANTONE's Coated Combo, comprised of the Formula Guide Solid Coated and Color Bridge Coated, is available at Expo, although in limited quantities. The Formula Guide Coated contains 1,755 solid color choices in large-size swatches, while the Color Bridge Coated features CMYK, HTML and sRGB equivalents of all of the Guide's colors. A limited number of the Coated Combo is available at Expo, available first come, first served. Visit PANTONE's booth on the show floor to learn more. ■

Are you interested in learning more about using color to sell, market and merchandise products in your campaigns? Reed Brackenridge, PANTONE's manager of digital channels, and Numo Manufacturing Creative Director Melissa McCauley, will speak this morning on how colors influence the marketplace and how applying and using colors in marketing efforts will increase sales.

**Monday, January 11
9:20 – 10:20 am**

**USING COLOR TO SELL,
MARKET AND MERCHANDISE**
Lagoon H, Level 2
CAS: 1 Point
Free to members and nonmembers.

Q&A:

In what ways are your clients' buying habits changing?



Craig Reese, CAS

Senior Vice President-
Western Region/Partner
Jack Nadel International

Clients are just as busy as we are, and finding a way to connect on many levels is important. Here at Jack Nadel International, we believe in “touches” and even teach the touch theory to account executives starting out in the business. The touches I use are email, handwritten notes, our Promo of the Month program, a personalized email campaign—just about anything to cut through the noise, be top of mind and gain their business.



Evie Sterner, CAS

Owner
*Jericho Promotions/HALO
Branded Solutions*

My clients want non-traditional things that are more useful and are uniquely different from the next guy. They generally would not have done that in the past. They want custom items and are willing to pay for them if the quality and uniqueness are highly perceived.

We recently did some USA-made, handcrafted wooden butter spreaders from a local artist who took the time to ensure he could laser engrave the client's logo on the butter spreader.

Another situation was the client wanted fondue sets and the only supplier I could find with a fondue set would not print two colors. The client wanted two colors, so we found a decorator who could use the blank fondue sets from the supplier and decorate with two colors to fulfill the client's request. It's these extra steps that will help retain a client and have that client trust in you to become their partner in marketing.



Denise Taschereau

Owner
Fairware

One of the trends we're seeing is a deepening commitment to buying local. With the “maker” movement and a growing trend to support local businesses, our clients are looking to connect with their supply chain. For example, where we would have used “Made in Canada” as our country of origin or a “Made in Canada” tag, we're now identifying what cities products are made in. I just added “Made in Toronto” to a product description on a client's online store recently, and have even noted the neighborhood a product was made in; e.g. “Made in east Vancouver.” We're getting a great response to the hyper-local supply chain and we've been working with makers across North America to deliver.

SEE WHY GREAT DESIGN IS IN THE BAG

By Tina Berres Filipski

Distributors on the lookout for exceptional and creative design ideas while at this year's PPAI Expo should stop by the Victorinox Swiss Army (UPIC: swisarmy) booth #2322 to check out contenders in the supplier's design contest geared around the theme “Showcasing Our Industry's Creativity.”

Prior to the show, a dozen design teams from distributor companies and PPAI submitted their most innovative takes on the topic using the company's white Spectra Global Carry-On as a canvas. The completed designs will be showcased at the booth where show attendees will have a chance to vote for their favorite design. Winners announced during an in-booth party 4pm on Wednesday .

Entries garnering the most votes will win a Victorinox Swiss Army prize pack as well as recognition of their achievement. One winner and one runner up will be selected from all votes cast.

The winning designs will be used throughout the year in Victorinox's marketing campaign, and they will be prominently displayed at the company's corporate headquarters in Monroe, Connecticut. ■



WHAT'S HAPPENING NEXT DOOR AT THE RPI SUMMIT?

By Tina Berres Filipski

The PPAI Expo is not the only event taking place in the Mandalay Bay Convention Center this week. Again this year, Recognition Professionals International has chosen to co-locate its annual conference, the 2016 RPI Summit, with Expo. The conference attracts a cross-section of corporate recognition professionals, industry practitioners and promotional buyers who will also have access to The PPAI Expo's **brand.** pavilion and the new **brand.** experience during the show's hours.

Branded as The Recognition Experience, the conference opened on Saturday and runs through

Wednesday, and it is designed to showcase RPI's mission by presenting sessions that enhance organizational performance through workforce recognition. As the leading professional association focused on workforce recognition as a systematic method for improvements in the workplace, the conference has three key objectives: 1. providing access to best practice standards, education, research and the exchange of ideas; 2. creating opportunities for the diverse membership to grow professionally; and 3. advocating recognition and engagement strategies as a means to promote organizational excellence.

Among this year's keynote speakers are several world-renowned names in business, communication and entertainment, including best-selling author and psychologist Dr. Paul White and O.C. Tanner's David Sturt, Southwest Airlines' Senior VP of Culture & Communications Ginger Hardage, and a special keynote and singing performance by author and “American Idol” season six finalist Melinda Doolittle.

“We know through formal studies and unofficial data that all companies benefit when employee morale is high,” says Kevin Cronin, RPI board member and co-chair of the 2016

RPI Summit. “When employees feel appreciated it leads to increased engagement, retention, productivity and improved customer service.” He adds that when customized products play a role in corporate recognition programs, there is a bigger impact when presented with recognition milestones, even as part of day-to-day recognition programs. ■

PPAI Expo attendees are eligible to register and attend the Summit.

Find more information at
www.recognition.org.



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In an industry where online buying is becoming more and more common, in-depth product knowledge through education and face-to-face interactions can truly make a difference.



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Atlantic City Convention Center • New Jersey



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