

# PPAI EXPO® DAILY™

TUESDAY, JANUARY 12, 2016

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## NEW PRODUCT SAFETY REQUIREMENT ENSURES DISTRIBUTORS' CONFIDENCE

By Tina Berres Filipski

Showgoers at this year's PPAI Expo will notice a few changes they can't miss—like the fact that they can remain on a single level and see the entire show.

But there's also a major change that's subtle but critical to distributors' businesses. All of the exhibitors, sponsors and advertisers at this show have attained Product Safety Aware status. This means that each company (regardless of membership category) has designated a roster employee who has completed a minimum of four hours of product safety education in advance of the show and serves as the company's Product Safety Ambassador.

PPAI's Product Safety Awareness (PSA) program was originally announced during The PPAI Expo 2014 and went into effect at Expo East in March 2015. The program is designed to foster an industry-wide commitment and culture where companies are not only educated about product safety but engaged in the discussion.

"The 2016 PPAI Expo marks the first time that distributors can be confident that every single exhibitor on the show floor possesses at minimum a basic understanding of his or her compliance obligations," says Paul Bellantone, CAE, PPAI president and CEO. "I am not aware of any other trade show in any industry that can make such a claim."

The achievement was a massive undertaking in terms of education and communication for PPAI and the program did experience some opposition early on from companies who thought the program either didn't

**CONTINUED ON PAGE 4**



From left to right: Josh Tickell, Melinda Doolittle and Casey Gerald

## TODAY'S MESSAGE: DREAM BIG, REACH OUT, DIVE DEEP

Keynotes talk reaching goals, solving life's big problems and understanding Millennials

By Jen Alexander

Monday's General Session welcomed a healthy crowd of Expo attendees eager to hear fresh perspectives on life, business and community from three dynamic speakers: Melinda Doolittle, Casey Gerald and Josh Tickell.

In a new format, the three guests shared snippets of the topics they would cover in three individual power keynote sessions.

Doolittle's sharp wit and sassy vocal styling were the icing on a sweet session about dreaming big and doing things even when you're afraid. She shared her story of searching for a passion by trying things, some of which she failed at.

Even those talents she now holds—Doolittle is an accomplished singer and "American Idol" finalist—began as dreams she held onto and prayed for, but also worked to make come true. "Don't be afraid to dream, even when people tell you it's not possible. You can't let other people shape what you do," she says.

There are three kinds of entrepreneurs, Gerald told his keynote audience, and they emerge for different reasons. The first are entrepreneurs who have "an awesome idea" and want to see it come to fruition. The second are what

Gerald calls necessity entrepreneurs; often victims of economic calamity who find they need to survive. The last kind are people who see a need in the community and are determined to fill it.

With an MBA from Harvard and a growing team of fellow MBA graduates and students, Gerald is seeking out entrepreneurs like these to help them take their businesses to the next level, so that those people can continue to serve their communities with optimum efficiency and provide the greatest benefit.

"We have been fortunate to be in service to extraordinary people," says Gerald. "We find one in a place in the life of their idea, and we ask, 'What's keeping you up at night?'" Then, the teams work on everything from establishing business technology to implementing social media to crafting on-the-spot customer data capture.

Gerald says helping entrepreneurs solve even the smallest of issues can make a big difference in the ongoing success of their business ventures. "We often find that they spend so much time in the business, they have no time to work in the business," he says. "So we

find some way to take them to the next level."

Josh Tickell's tools for connecting with and creating customers within Generation Y drew a standing-room only crowd, who learned that 50 percent of the Millennial generation hasn't even made it to the marketplace. Regardless, he says, "their spending power is enormous."

As a result, in 10 years' time, Tickell says, older generations will become largely irrelevant in the marketplace. Of course, selling to this generation isn't as simple as finding pain points or appealing to trends. Tickell says Millennials' digital proclivities forces businesses like those in promotional products to consider how Millennials interact with brands.

Tickell shared characteristics of app interaction that businesses should look to when building strategies for selling to Millennials, including personalization, simplicity, accessibility and immediacy. "This is an app-driven generation," he says. "They expect interaction with a company or brand to be like an app." ■

### PAGE 5



Maximize your time on the show floor with this plan.

### PAGE 7



Four top apparel trends to watch.

### PAGE 10

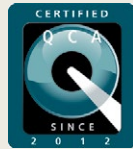


See what favorite products the editors picked this year.

### PAGE 13-14



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**NEW**

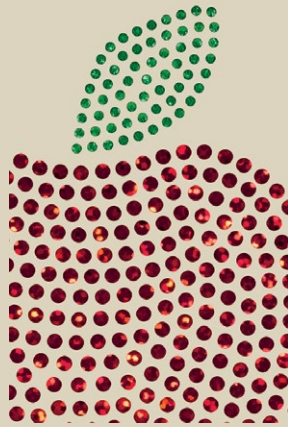
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## BUILDING CUSTOMER RELATIONSHIPS, PERSON TO PERSON

By James Khattak

If the humor, stories and songs of Monday's keynote luncheon speaker Patrick Henry were condensed into a single message, it would be "we are all people serving people." Henry, a former Nashville songwriter and featured performer on the Sirius XM Radio Family Comedy Channel and Blue Collar Radio, led his audience through a lighthearted hour built around the simple message, "If you can't create an emotional connection with your customers, you're going to lose them."

In a session peppered with short musical interludes—both Henry originals and riffs on classics like "American Pie," "Margaritaville," and "Sweet Home Alabama"—and stories from his book *The Pancake Principle: Seventeen Sticky Ways To Make Your Customers FLIP For You*, Henry introduced three mindsets behind extraordinary customer experience.

### The Cheers Mentality

Henry named his first mindset after the iconic Boston bar-set sitcom, inspired by its friendly atmosphere and the message in its theme: "Where everybody knows your name and they're always glad you came." Companies that have embraced the *Cheers* mentality understand that customers want to feel welcomed and familiar, that they're not strangers.

"When it comes down to it, we're all in the business of serving customers," says Henry.

### The Extra-Inch Mentality

"We are all familiar with 'Go the extra mile,'" Henry told his audience. "It's that little bit extra that makes the difference between a commodity and a brand. It's the extra inch that makes a difference."

Henry's extra-inch mindset reflects the thorough approach to details and



Monday's Keynote Luncheon speaker Patrick Henry

completion that builds confidence and trust among customers.

### The Lead-The-Way Mentality

The best way to ensure loyalty among customers is to be a resource for them to reach their goals, Henry says. In contrast to pointing the way, which is a one-time interaction, Henry's lead-the-way mindset

highlights the importance of a business becoming a resource that its customers can't live without.

Wrapping the session, Henry said, "Customers are not numbers, they're people. If you treat me like a number, I won't be loyal. Treat me like a person, and you'll have my loyalty." ■

## SCHEDULE OF EVENTS

### 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

### Wednesday, January 13

- 7 am-6 pm Show Office · LEVEL 2 · Mandalay Bay Foyer  
Luggage/Coat Check · LEVEL 1 · Lobby Bayside A
- 7 am-6:30 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  
Registration · LEVEL 1 · Lobby  
Scooter Rental · LEVEL 1 · Lobby
- 8-9:30 am PPAI Association Update & Breakfast · LEVEL LL · South Pacific F
- 8-10 am FREE Professional Development Workshops · LEVEL 2
- 8 am-5 pm Certification Lounge · LEVEL 2 · Reef C
- 8 am-6:30 pm Package Mail/Valet Service Center · LEVEL 1 · Bayside A
- 9 am-5:30 pm Product Pavilions (New Products, Green Products, Made In USA, Express Ship) LEVEL 1 · Bayside F
- 10 am-5:30 pm Exhibits Open (Expo, **brand.**, DECORATE) · LEVEL 1 · Bayside A-F  
PANTONE® Booth #2651 · LEVEL 1 · Bayside D  
PPAI Booth #2451 · LEVEL 1 · Bayside D
- 1:30-4:30 pm Certification Exam · LEVEL LL · Shell Seekers A  
(Advanced Registration Required)
- 2-3:30 pm FREE Professional Development Workshops · LEVEL 2
- 7:30-10:30 pm Power of Two Party · Mandalay Bay Resort & Casino · LIGHT Nightclub

Don't miss these events...

TODAY	
Product Pavilion Sneak Peek, 8-9 am	Free workshops starting at 1:45 pm

WEDNESDAY		
PPAI update and breakfast at 8 am	Certification exam at 1:30 pm	Power Of Two Party, 7:30 pm, LIGHT Nightclub

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## TO SUCCEED IN PROMO SALES, KNOW YOUR 'WHY'

By Jen Alexander

New and emerging promotional products distributors were treated to an informative, direct and detailed session Sunday on quickly building a book of business. Speaker Rosalie Marcus, an industry veteran and promotional business coach, told attendees that, in order to be successful in promotional products sales, "You need to know your big 'why'."

Everyone wants to make money, but it's more important to pursue business knowing what you want the money you make to do for you, Marcus said in her session, "For New Distributors: How To Get Your First Customers FAST."

"Position yourself as a promotional consultant, and focus on the result your products get, not on the products themselves."

Promotional consultants should have a set of tools—marketing materials—that will help them build

credibility with prospects. Marketing materials include samples, a self-promotion, case histories and testimonials, and email newsletters that contain tips.

"Start with who you know, and send an announcement to those people," says Marcus. "Go local first." Marcus recommends distributors seek out introductions, join community groups and identify decision makers at local businesses to make connections. "What opportunities are close to you? Who is advertising locally?" she said.

Marcus also recommended making reciprocal agreements with businesses, leaving business cards and catalogs and offering to reward referrals. Once connections have been made and meetings set, Marcus stresses preparedness. "You want to go in as knowledgeable as possible," she said. "Know who you will be calling on."

While acquiring new customers is a valid pursuit, Marcus reminded

attendees that current customers can continue to offer some of the best business. Go deeper into an organization and contact other departments such as product development, investor relations, sales and meeting planning, she says.

Among the most important steps a distributor can take to build a successful business, says Marcus, is to focus on making a difference. "Focus on your strengths," she says. "What are you doing better and different? Wow them with your services." ■



Rosalie Marcus

## DISTRIBUTOR ROUNDTABLES FOSTER PEER-TO-PEER LEARNING

By Tina Berres Filipski

Large or small, distributors are challenged by a number of common problems involving clients, suppliers, personnel, technology, finances and more. A roundtable session on Monday's Education Day drew more than 50 distributor principals and managers to exchange their knowledge and share proven solutions with their peers.

The interactive, one-hour-education session, "Your Four Most Challenging Problems Solved In 60 Minutes" was developed and sponsored by the PPAI Distributors Committee and facilitated by Committee Chair Kim Bakalyar, CAS, chief compliance officer for distributor Promo Shop LLC.

Many of those who participated said they especially liked the opportunity to be part of the discussion and found real value in hearing how their peers handled specific issues. Below are a few key takeaways from each of the four topics discussed:

### Building Relationships With Clients

- Rethink and simplify your buying process, especially your website, for Millennial buyers who want to shop online without a sales rep interface.
- Teach salespeople how to be proactive with ideas. Salespeople who don't add value are in danger

of becoming obsolete.

- Ask clients how they prefer to communicate and then adhere to those preferences.
- Don't be afraid to let some customers go. Not all business is good business.

### Hiring The Younger Generation

- Build flexibility and freedom into their work schedules.
- Develop and communicate a career path to show how they can grow with your company.
- Create internships to give potential employees a feel for the company before joining.
- Create a positive environment and make it fun for them to work for you.
- Be transparent about how their job contributes to the company's mission.
- Occasionally ask younger workers to join in upper management meetings.

### Credit Card Fraud And Cyber Security

- Computer viruses often are sent through links or attachments to emails. Train staff on what to look



for, such as off-topic emails from known senders or attachments sent from unfamiliar email addresses.

- Filter spreadsheets that are sent to fulfillment houses to include only the information necessary for drop shipments.

### Building Credit And Relationships With Suppliers

- When problems arise with a supplier, don't lay blame. Work together to find a solution.
- If you owe your supplier a large payment, call and communicate when payment is being sent so the supplier doesn't have to ask.
- Invite suppliers to go on calls with you because they are the product experts.
- Treat your suppliers as you want your clients to treat you. ■

## SUCCESSFIT RUN RAISES MORE THAN \$3,000 FOR PPEF

By James Khattak

Industry members turned out Monday morning to put some miles under their running shoes, spend time with industry colleagues and raise funds in support of the Promotional Products Education Foundation (PPEF) for the SuccessFit Run hosted by FreePromoTips.com.

PPAI Board Member Dale Denham, MAS+, offered to donate \$250 to PPEF should anyone beat incoming PPAI Chair Tom Goos, MAS, and PPAI Chairman and CEO Paul Bellantone, CAE, agreed to match his challenge. Goos won but the event raised over \$3,000 for PPEF, and donations are still coming in. Donation in any amount can be made directly to PPEF at <http://ppef.us/>.

Participants who donated at the event receive SuccessFit4Life! products donated by SnugZ USA, Pro Towels, Halls & Company, Prime Line, Ad-A-Day Company, Inc., Southern Plus, HTT Headwear, BIC Graphic and AdCapitol. AIA Corporation oversaw the administrative details of the program. ■



Left to right: Tom Goos, MAS and Jeff Solomon

## CONTINUED FROM PAGE 1

apply to their business or the education requirement was excessive. However, PPAI has been the industry's reliable source on product responsibility for a number of years and it believes this initiative continues to build on those efforts.

"At the core of PPAI's mission is an obligation to protect and grow the industry," explains Bellantone. "The Product Safety Awareness Program is part of a larger PPAI initiative to create confidence in promotional products as an advertising medium at every level. Our PSA work is designed to instill confidence in the industry, a commitment to product responsibility and reinforce that message to make it an essential element in the culture of the industry as a whole." ■

# Q&A:

Who is your greatest industry inspiration and why?



**Alyssa Andrews**

Sales & PR Team  
*Fairytales Brownies*

For me, personally, I would have to say Rick Carlson from Aloe Up Suncare Products. He always has a smile, a hug, and kind, positive words. He is at every show we attend, and he inspires me to be genuine like he is.



**Carrie Sabo, MAS**

Midwest Sales Manager  
*American Ad Bag*

I have really benefited from attending the Women's Leadership Conference and gaining invaluable perspective from these lovely ladies! They have motivated and inspired me in ways I cannot even describe. I know if I ever have a question, concern or just want to talk, I could contact any one of these ladies and they would be there for me. I cannot forget Fran Ford, either. Everyone has benefited from Fran's knowledge in this industry. What a great asset he is, and I am lucky to call him a friend.



**Debbie Abergel**

Sr. Vice-President/Partner  
*Jack Nadel International*

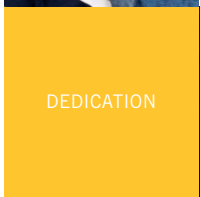
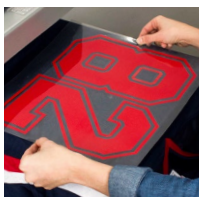
Someone who inspires me is a person who brings the best out in those around them. The person who does that for me is Craig Nadel. He leads with purpose—you never doubt his intentions. He is committed, dedicated and decisive. I feel so lucky to have him as a friend and mentor. His faith in me has motivated me to accomplish things that still surprise me.



**Jon Darrohn**

President  
*AIA/Logo Concepts*

My greatest industry inspiration is my father, Randy Darrohn. He started our company 17 years ago and I learned from watching him always be able to pull a rabbit out of a hat for clients. He is very creative and has the ability to think outside the box and all of his clients love working with him. And he doesn't take no for an answer. This year I took over the company he started but he's still working in the business and I look forward to growing the company based on the solid principles he built it on.



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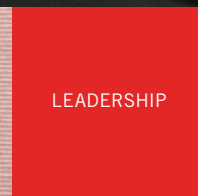
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## APPAREL: TOP FOUR

By Julie Richie

As the top-selling promotional product category, wearables are always a great option for promotional campaigns. This year, three trends stand out as shaping the promotional apparel market.

**1. ATHLEISURE** continues to dominate the conversation in apparel. “A lot of workplaces are getting more and more casual so I think athleisure is going to continue to maintain popularity and increase,” says Ty Cannon, national business development manager at Cutter & Buck (UPIC: CUTT0001). “One of our philosophies is to create a lifestyle brand that transitions easily from work to play,” he adds. Steve Zimmerman, national sales director at J. America Wholesale Blanks (UPIC:Blanks), says, “The athleisure vibe is very strong for us. Athleisure is now a lifestyle that speaks to the mindset of the end user. If it feels good to wear, that transfers over to buying.”

**2. PATTERNS AND BRIGHT COLORS** “Patterns are really popular in almost every category—tees, performance and fleece,” says Cynthia Baker, public relations and promotions manager at Heritage Sportswear (UPIC: HERI0002). Cannon agrees patterns rule, nothing that “Camouflage is not going away any time soon. Maybe it’s the *Duck Dynasty* effect. There are a lot of key words in pop culture out there around camouflage, and for a lot of people, weekend activities include hunting and fishing.” And bright colors are still holding strong in 2016. “Bright, jewel-tone colors with neutral tonal patterns and amazing fabrications with lighter weight, to accommodate the trend toward layering, are popular,” says Zimmerman. But, he adds, black, white, navy and gray are his company’s best sellers. “Gray is a huge color for us because every logo goes with gray,” he says.

**3. EASY CARE AND LIGHTWEIGHT FABRIC** Taraynn Lloyd, vice president of marketing for Edwards Garment Company (UPIC: EDWARDSG), says, “Trends for 2016 include washable suiting and suit separates, lightweight full-zip and quarter-zip sweaters, and Batiste shirts/blouses with retail-inspired styling.” For uniform wear, “having suit coats, pants, skirts that travel well and are easy to care for seem to be what everyone is asking about.” Edwards introduced this group of styles and continues to see sales climb as a result.

**4. TRIM FIT AND SPECIAL CUTS** “We sell out of smalls and mediums more than anything else and we’ve had to make adjustments to our inventory,” says Cannon. To accommodate the preference for slimmer cuts, Cannon says Cutter & Buck introduced a trim-fit collection of its best-selling woven shirts in response and relaunched its CBUK label, a modern, contemporary line of golf wear with a much trimmer fit. Zimmerman adds that special cuts such as scalloped necks, criss-cross hems, shorter cuts and extended back lengths are some of the retail ladies’ wear trends that the promotional products industry has picked up on. ■

**WASHED CHINO TWILL & ULTRA SOFT MESH CAP**  
Cap America, Inc.

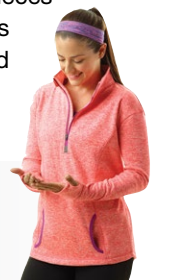


A great example of the continued focus on bright colors, this low-profile unstructured cap comes in 13 colors and has a fabric strap with two-piece closure.



**FASHION FLEECE**  
MV Sport/Weatherproof

A great example of the popularity of comfortable athleisure pieces that include patterns, this popular fleece is on trend and fashion-forward.



**COSMIC FLEECE**  
J. America  
Wholesale Blanks

USB Made of 100-percent spun polyester fleece fabric with contrast-colored pocket openings, this athleisure fleece has a zipper with reflective tape strip and extended back length.

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# STEP-BY-STEP GUIDE TO WORKING THE SHOW FLOOR

By Tina Berres Filipski

## GET AN EARLY START

On Tuesday, the Product Pavilion Sneak Peek opens at 8 am—ahead of the rest of the show floor. Enjoy the live music, coffee carts and prizes.

## PLAN AHEAD

Download SAGE Mobile™ at [go.sageworld.com/planexpo](http://go.sageworld.com/planexpo), view the interactive floor plan and create a walk list. Remember to add notes, pictures and videos to spur your memory later.

## BEAT THE CROWDS

At 9 am, head over to new exhibit halls E and F for a first-hand look at exhibits in aisles 400-2300 before the full show floor opens at 10 am.

## CHECK OUT THE NEW AREAS

Expand your client services by learning the how-tos to sell premium and incentive products at the **brand.** pavilion in Hall F. Next, mosey over to the new **brand.** experience to see live product demonstrations. Stop for a beer and catch up with colleagues in the beer garden. You've earned a break.

## SOAK UP THE EDUCATION

Schedule a few hours to attend free and paid education sessions during the week. Select from keynote luncheons and general sessions on Monday and Tuesday, plus sessions every day through Thursday morning.

## STAY IN THE KNOW

Pick up a copy of the *PPAI Expo Daily* each morning through Wednesday from greeters, bins near show entrances or the PPAI Headquarters booth #2451. Look for up-to-the-minute news all day long online at [expodaily.ppai.org](http://expodaily.ppai.org).

## GET ENGAGED

Hear what PPAI is doing on your behalf and how you can support the industry's progress at the PPAI Association Update & Breakfast on Wednesday at 8 am in South Pacific F.

## ARRANGE TO SHIP SAMPLES

Set up a shipment home for all of your samples with either Package Mail (self service) or Valet Mail Service (full service). Get pricing and details at the desk at the back of the exhibit hall in Bayside A on Level 1.

## WATCH ON THE GO

Catch clips from education sessions, live interviews, exhibitor demonstrations and more on the super-sized video screen, Expo Live, as you move between Halls D and E.

## PARTY LIKE IT'S 2016

Celebrate the start of your best year yet at the Power of Two party at LIGHT Nightclub on Wednesday evening. Buy your ticket (\$25) at Registration on Level 1.

## CELEBRATE THE INDUSTRY'S BEST

Cheer on your fellow industry professionals as PPAI presents the industry's top company awards at Tuesday night's Awards Reception and Presentation. Purchase tickets at Registration on Level 1.



# REGISTER TODAY FOR THESE GREAT CONFERENCES

## WOMEN'S LEADERSHIP CONFERENCE

June 27-29, 2016 - Atlanta, GA



#ppaiwlc | [ppai.org/wlc](http://ppai.org/wlc)

Who Should Attend? Women



Power Meeting immediately following WLC, June 29-July 1

## NORTH AMERICAN LEADERSHIP CONFERENCE

August 14-16, 2016 - San Francisco, CA



#ppainalc | [ppai.org/nalc](http://ppai.org/nalc)

Who Should Attend? C-level Execs



Power Meeting immediately following NALC, August 16-18

## TECHNOLOGY SUMMIT

August 17-18, 2016 - San Francisco, CA



#ppaitechsummit • [ppai.org/techsummit](http://ppai.org/techsummit)

Who Should Attend? Sr. Level IT



*IT Matters!*

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](http://ppai.org)

By Julie Richie

# 2016 Trending Apparel And Accessories

See these products and more at the product pavilions.

## WOWLINE

### Booth # 3763

As seen on Swedish TV's *Dragon's Den* (Europe's version of *Shark Tank*®), **tic**® is the easiest way to reattach a shirt button with no needle and thread. Great for professionals on the go, tic handles machine washing, dry cleaning and ironing. It comes in white with four fasteners and product instructions pre-printed on the inside package flap.



## EYEVERTISING LLC

### Booth # 1860

**Wayfarer glasses** with exclusive NanoPERF™ design capture every detail with full-color artwork printed directly onto the lens. The full color imprint on the arms extends branding to the next level.

## SAILORBAGS

### Booth # 6360

**Promo Totes** have the same materials, features and quality as the company's high-end retail bags, but are priced to accommodate promotional budgets. They're durable and water-repellent, yet lightweight and uniquely true to the clean, nautical aesthetic.



## EDWARDS GARMENT

### Booth # 2021

This **quarter zip vest** has a contrasting collar and lightweight cotton blend with a smooth, soft finish that embroiders easily. The rib knit bottom offers a clean appearance. Colors include navy heather, smoke heather and black. It comes in sizes XS-5XL.

## STROMBERGBRAND

### Booth # 2527

Choose from four tote bag colors and 35 umbrella colors to create the perfect combination **umbrella tote** for your promotion. The 18-inch wide zipper compartment holds a 42-inch arc folding umbrella. The bag measures 12 inches high (excluding handle).



## SOCK101.COM

### Booth # 1518

Set your brand apart with high-quality custom **knit socks** made in India of 100-percent high-quality cotton. They are available in unlimited colors and any design with customizable tags. Standard sublimation is also available.

## RAMPION ENTERPRISES, LTD.

### Booth # 962

The **Projekt Puddle Jumper** rolling carrier has a silent, smooth ride, aircraft-grade aluminum handle and standard military-grade zippers. And it's got a serious claim to fame: the Kansas City Royals used this bag in pursuit of their 2015 World Series championship season.



## HERITAGE SPORTSWEAR

### Booth # 1510

An unexpected back panel sets this **crochet back tee** apart, and the scoop neck and three-quarter raglan sleeves along with the double-layered cuffs and waistband ensure comfort and style. Colors include deep blue, heather, hot coral, ivory and jade.

## 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/](http://sageworld.com/sage-mobile-expo/)

## REGISTER NOW FOR EXPO EAST IN ATLANTIC CITY

By Tina Berres Filipski

There's nothing like being able to feel, hold and touch a product—especially if it's apparel. A distributor just can't get the same experience by looking at a product online or in a catalog.

In March, distributors have another opportunity to see what's new and personally shop for products for their clients' upcoming promotions at Expo East. Distinguished as the largest promotional products show on the East Coast, Expo East is again teaming up with the Imprinted Sportswear Show (ISS) March 16-19 to bring nearly 1,000 exhibitor booths, hundreds of ideas and an inside look at the apparel decorating process to the Atlantic City Convention Center in Atlantic City, New Jersey. PPAI will host a full day of education on March 16; the show floor is open March 17-19.

After the show's successful move from mid-May dates in 2014 to mid-March last year, along with weekday-weekend show format, it was decided to keep that same timing and general

show pattern for this year's show but to adjust the show days to Wednesday through Saturday.

One of last year's attendees who voiced a lot of satisfaction with the 2015 show changes was Robert Heide with A Touch of Fashion in Sea Isle City, New Jersey. He said the timing worked for him because his seasonal storefront is closed until spring.

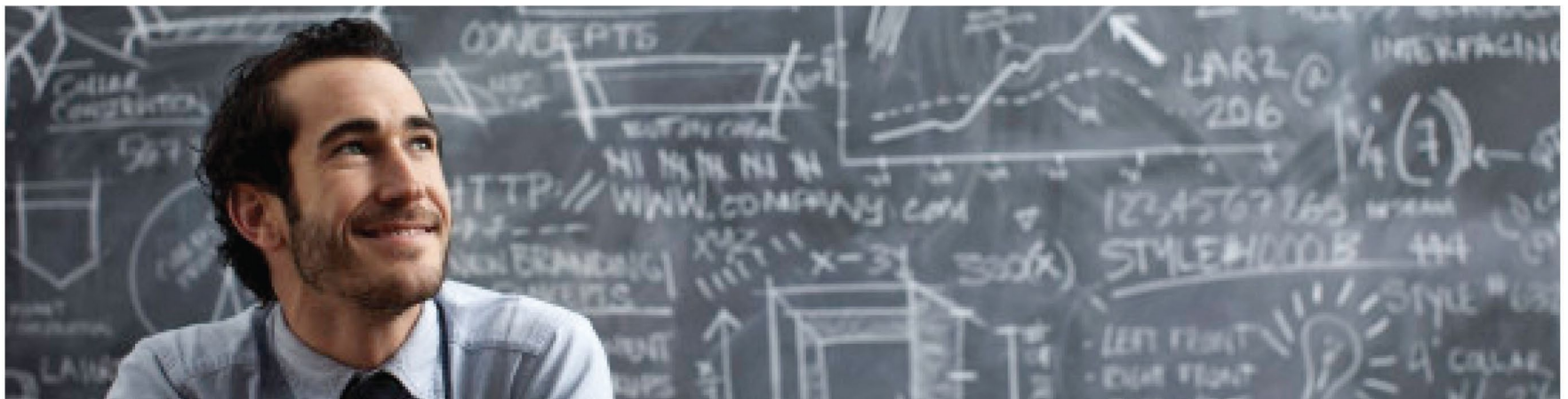
Of the exhibitors at the show, he said, "It's nice to touch and feel the products as opposed to looking at them in a book, so that's a plus. We get to talk to the salespeople and get some ideas. I also get to look at heat press equipment, too, so both sides work for me."

Another local distributor, Denise Burr with Ocean Embroidery, in Tom's River, New Jersey, was also pleased with the 2015 show's timing and show pattern, as well as its co-location with ISS. "[The co-located show with ISS] is much better" she said. "There are a lot more vendors, more variety and new products. [Having the show] in

March and over a weekend is good for me because it's the beginning of a new season—it works."

Distributors at Expo East 2016 can also enjoy their choice of nearly 50 education sessions in eight tracks—Strategies & Solutions, Corporate Responsibility, Industry Essentials, Marketing & Advertising, Decorate, Sales & Service, Technology and Incentives & Recognition—as well as a general session and keynote luncheon.

Register for the show and book hotel accommodations at [expoeast.ppai.org](http://expoeast.ppai.org). ■



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TECHNOLOGY

## EXTRA PRODUCTS AND SAMPLES CAN TURN A CHILD'S LIFE AROUND

By Tina Berres Filipski

How difficult would it be to get through the day without your laptop, iPad or smartphone? Kids and teachers in underprivileged schools across the U.S. are challenged every day to get by without the proper tools: pens, pencils, paper, rulers, erasers or even a backpack.

These classroom essentials are often not affordable for parents when they have to choose between putting food on the table and purchasing school supplies. The Kids In Need Foundation is working to change that.

Since 1995, this charitable foundation works to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. To do that, they need help from companies like those who attend and exhibit at The PPAI Expo.

Volunteers from the Kids In Need Foundation will be at the PPAI Expo this week preparing to collect products and samples after the show closes on Thursday at 3 pm. The products collected at the show are

delivered directly to resource centers across the U.S. where teachers from underprivileged schools can go to pick up free supplies for their students.

All kinds of promotional products are gladly accepted, from pens, markers and t-shirts to plush toys, awards and other recognition items, drinkware, magnets, buttons, ribbons, stickers, bags, clocks and watches, desk and office products, electronics, calendars, games, toys and business accessories. The charity will also accept shelving and exhibit materials from the booths themselves.

At last year's show, 53 exhibiting suppliers donated their extra samples representing a total retail value of more than \$31,000. This year's goal is to beat that total by at least 20 percent.

Mary Banghart, store manager at the organization's Las Vegas-based partner, Teacher EXCHANGE®, has worked the PPAI Expo for the past several years and is encouraged by the support she's seen. "The Teacher EXCHANGE loves the PPAI show and we are recognized by many, many of

the exhibitors every year," she says. "They all believe in the Kids In Need Foundation and I find that many of these exhibitors participate annually. We appreciate PPAI promoting this program."

In addition to collecting products from show exhibitors, the Kids In Need Foundation accepts products and cash donations year around (see box).

For assistance with product donations at the Expo, email Tina Filipski at [TinaF@ppai.org](mailto:TinaF@ppai.org). ■



EASY AS  
**1-2-3**

**1**

Fill out the form delivered to your booth or pick one up at the Kids In Need tables at the main show entrances and exchange the form for labels.

**2**

Attach the labels to products to be donated.

**3**

Leave it for collection after 3 pm on Thurs., January 14.

### Got Unwanted Showroom Samples?

It's easy for distributors to participate: The Kids In Need Foundation accepts products and monetary donations all year long. Next time you clean out your sample closet or update your showroom, donate your unwanted items to Kids In Need. Find information and a donation form at [www.kinf.org](http://www.kinf.org).

# Build A Better Future... Today

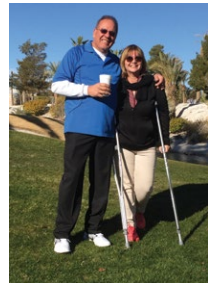
Since 1989, PPEF has awarded over one million dollars to hundreds of students who have a parent in the promotional products industry or who work for a company in the industry.



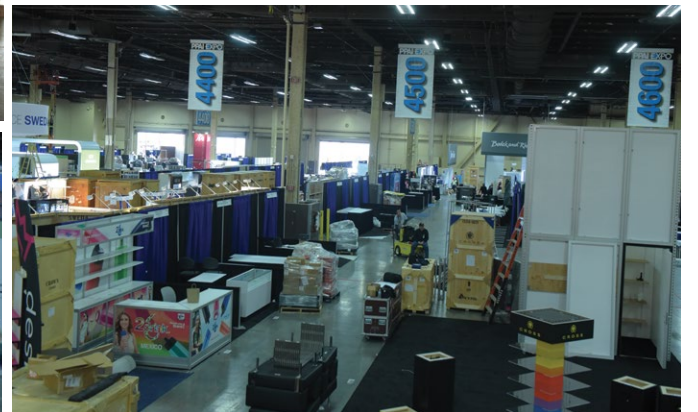
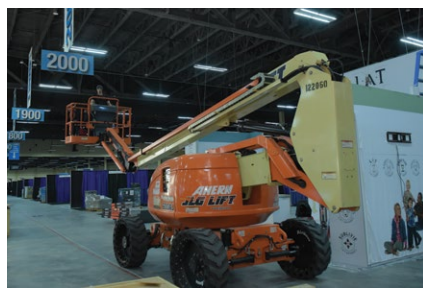
Visit [www.ppef.us](http://www.ppef.us) to learn more and apply today.  
Deadline is March 15, 2016.



Nearly 100 participants teed off in the PPEF Glen Holt Scholarship Golf Tournament on Monday at the Bali Hai Golf Club, raising about \$40,000 for PPEF college scholarships.



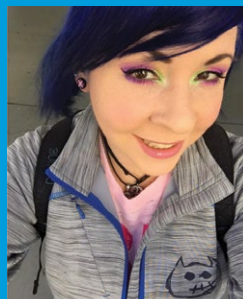
# Constructing The #BESTEXPOEVER



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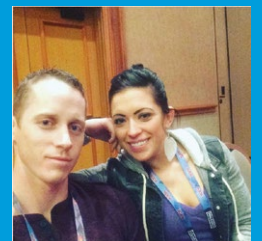
@gtumbag



@jsolomonmas



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@boeseimage

# DESTINATION EDUCATION



#ppaiexpo



@PPAI\_HQ



@chrispiperor  
Halo NW AEs woke up early for bkfst to kick off education day



@IDline



Maple Ridge Farms



Free Promo Tips  
ANOTHER challenge at the SuccessFit run.  
(video)



# An Evolving Show For An Evolving Industry.

In our fast-paced economy, the way we do business is constantly changing. Our evolving industry demands a trade show designed to grow and change with the business climates of tomorrow.

Expo East, like the industry, continues to evolve to help keep you informed and prepared in the ever-changing business landscape. By teaming up with the Imprinted Sportswear Show (ISS), we are bringing you another opportunity to stay ahead. With 900+ exhibitor booths, Expo East gives you plenty of opportunities to interact with top suppliers, brainstorm marketing campaigns for your clients and get your hands on hundreds of thousands of products.

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.



Register And  
Book Housing  
TODAY

March 16-19, 2016

Education March 16 • Show Runs March 17-19  
Atlantic City Convention Center • New Jersey



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**\$5.85**(R) Min. 500

Die/Set-up: \$55(V)



**PROMO: 5606 • EXPIRES: 03.31.16**

## PICTURE THIS!

**STEP 1:** Take selfie with Promo Pete or take selfie at Evans booth (Booth #3427)

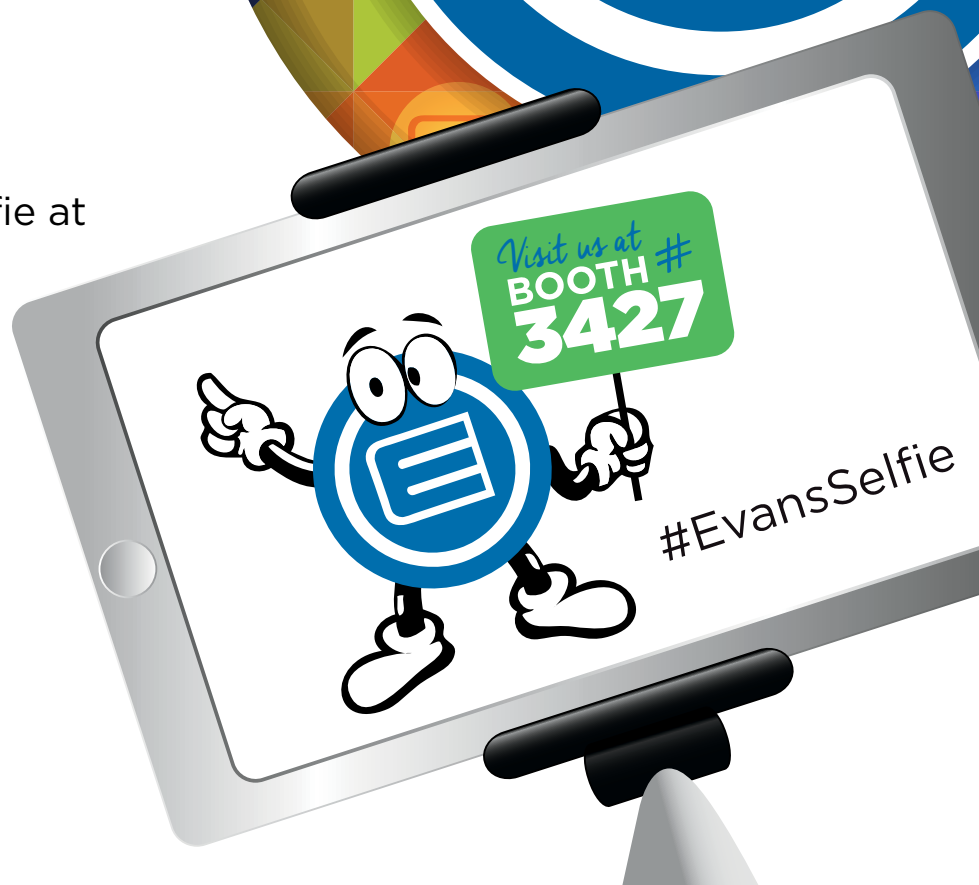
**STEP 2:** Post selfie on Evans Facebook and tag Evans Manufacturing

**STEP 3:** Names will then be entered into a drawing to win a prize

**GRAND PRIZE:** Vacation Getaway  
(*\$1500 travel voucher*)

**1ST PRIZE:** iPhone 6s  
(*\$700 Apple gift card*)

**2ND PRIZE:** \$100 Shutterfly gift card



# EVANS

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