

PPAI EXPO® DAILY™

WEDNESDAY, JANUARY 13, 2016

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EMBRACING SERVANT LEADERSHIP

PPAI Humanitarian Award Recipient Mark Gilman, CA

By Jen Alexander

Monday night's program, the PPAI Chairman's Leadership Dinner, celebrated the philanthropic work of Mark Gilman, CAS, the 2016 recipient of the PPAI H. Ted Olson Humanitarian Award. Gilman took to the stage to share the story of his lifelong love affair with his hometown of Shawnee Mission, Kansas.

"When Paul Lage and Carl Gerlach asked if they could submit my name for consideration for this award, I hesitated," says Gilman. "I wasn't sure I wanted to call attention to any humanitarian acts I might have inadvertently committed. But then I thought how proud I would be to have my name associated with Ted Olson, and so I agreed to let Paul and Carl proceed."

As a longtime resident of Johnson County, Kansas, Gilman has immersed himself in the growth of his community through public service and servant leadership. He has contributed his time and support to numerous organizations and causes, including Shawnee Mission Medical Center, the Johnson County Library and several fine arts community groups.

"Because of my lifelong interest in the performing arts, I quickly joined the [Johnson County Community College] arts advisory committee," Gilman says. "I'm still connected closely to the college's performing arts endeavors." Gilman has also supported high school performing arts through patronage and publicity, supplying the promotional posters designed by students for productions.

"The kids have saved copies of each of the posters as examples of the

CONTINUED ON PAGE 3



SETH GODIN: FROM INVISIBLE TO REMARKABLE

By Tina Berres Filipski

While most of us were taught in school from an early age to be quiet and fit in, Seth Godin begs his listeners to do the complete opposite.

Using examples, personal stories and unforgettable, often hilarious, oversized background images, Godin took on what's been wrong with marketing since the beginning of the Industrial Revolution.

Godin should know—in 1992 he published a book about the internet and it sold a dismal 1,842 copies. He called it a total, epic failure. At the same time, two guys created a site about the internet and named it Yahoo. Godin credits their success with the fact that the pair had a blank slate—and figured that if people want to learn about the internet, they would learn online. He, on the other hand, created what he already know how to make—a book. "That's the giant shift."

For almost an hour, Godin held the sold-out ballroom of listeners in the palm of his hand as he explained the giant shift that's been happening in marketing over the past 50 years.

Mass merchants demand mass markets to sell more stuff, he explained.

"The mentality was that if we advertise it enough, people will buy from us," he says. "This is all fueled by bosses who keep saying the four-letter word to us over and over again. M-O-R-E. More market share, more yield, more profit per share. This leads to average products for average people."

To restate: All products are average on purpose, because if you want to reach everybody, you better make something everybody wants to buy.

The challenge is that most people you sell to don't think they have a problem that only you can solve. And more bad news: the idea that you can sell the same thing the guy down the street is selling for more money after spending decades saying it's the same as everybody else's, is where the thinking is broken.

The rules have changed. There is an entire industry that is falling apart—the one that drove the mass marketing concept of interrupting everybody is going away. The good news, he said, is the skills that listeners have are perfect for this new moment. "The privilege of delivering personal, anticipated and

relevant messages to people who want to get them drives so much of what you are capable of changing in industries that need your help," he says. "Also, for the first time ever, it is easy and imperative to treat different people differently."

"We are leaving an industrial economy and entering the connection revolution," he says. "The only asset that matters is who you know, who knows you, who's paying attention to you—connection."

The connection economy is based on coordination—the nexus where connections meet; trust—the people you work with are an intangible benefit; permission marketing—delivering personal, not mass, messages—and the exchange of ideas—all of us are smarter than any of one us.

Creative people dance with the fear of this change because connections have value. What we have done in 75 years is to completely redefine what you are about to do, who you are allowed to serve, he says. "Do you have the passion to do something about that? Do you care enough about the people you are about to serve?" ■

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Two distributors honored with PPAI Distinguished Service Award.

PAGE 3



Monica Mehta's 2016 economic outlook hits home with audience.

PAGE 5-11



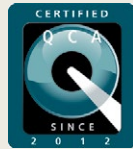
Winning companies announced Tuesday night in five big categories.

Education Location Change

Wednesday, January 13
2-3:30 pm • Lagoon J, Level 2

Best Of 2015: Differentiate Or Go Home

Speaker: Cliff Quicksell, MAS+



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

NEW

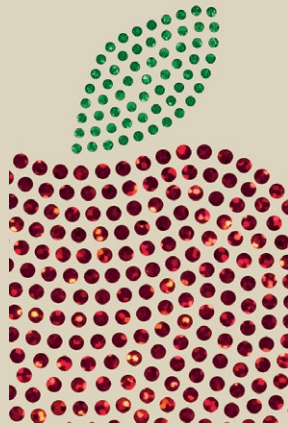
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Imprint may vary, and while supplies last.



TERESA MOISANT, MAS, AND BRUCE FELBER, MAS, HONORED FOR OUTSTANDING SERVICE

By Tina Berres Filipski

PPAI presented honors to a number of members and industry leaders at Monday night's black-tie Chairman's Leadership Dinner hosted by Rick Brenner, MAS+, PPAI board chair and Paul Bellantone, CAE, PPAI president and CEO. Among those being recognized were a new class of 50-year members, the inaugural PPAI Promotional Products Pioneers and PPAI's 2016 Distinguished Service Award winners.

PPAI members recognized and applauded for their 50 years of membership were: Dean Watkins Company East, ADG Promotional Products, Advertising Accents Inc., Ball Chain Manufacturing Company, A.T. Cross, Gemaco Inc. Lipic's Inc., Paulich Specialty Company Inc., SAMCO Line, Sanatex Corporation, SELCO, and Tee Pee Advertising Co.

Among those honored in PPAI's newest program, PPAI Promotional Products Pioneers, were Norman Cohn, ASI; the late Forest P. Gill, Gill Studios, Inc.; Frank Krasovec, formerly with Norwood Promotional Products; Norm Stern, Norscot Group

and the late Frank B. Thomas, ASNA/PPAI. The five were honored for their vision, drive, innovation, character and leadership that played a key role in the advancement of the promotional products industry.

Bruce Felber, MAS, The Image Group, and Teresa Moisant, MAS, Moisant Promotional Products, were each presented with PPAI's Distinguished Service Award in appreciation for their countless hours of volunteer leadership to PPAI and the industry.

In accepting the award from presenter Steven Meyer, MAS, Felber thanked many of his industry friends, family and fellow volunteers within PPAI and the Ohio Promotional Professionals Association and added, "This is the greatest industry with the greatest people. I share this award with the entire industry and my hope is that we all continue to give back to PPAI and the promotional marketing industry."

Teresa Moisant gratefully accepted the award from her friend and colleague Linda Campbell and

recounted many stories and shared her appreciation for those who helped her grow her career in the industry. "This award is all about service," she said. "I am where I am today because someone helped me. I encourage each of you to open those same doors for others around you and to make someone else's day a little bit brighter." ■



Above: PPAI Pioneer recipients and representatives



Teresa Moisant, MAS and Bruce Felber, MAS



FINANCIAL EXPERT MONICA MEHTA SAYS THE U.S. ECONOMY IS STRONGER THAN IT LOOKS

By Julie Richie

Despite the recent volatility in the global stock market, the U.S. economy has actually been in expansion mode for 78 months, which is about 20 months longer than the average expansion, according to Monica Mehta, an investor, finance expert and author of *The Entrepreneurial Instinct*.

In Tuesday's keynote luncheon, "Recession or Progression," Mehta discussed the overall health of the U.S. economy.

She presented relevant data underlying the six barometers critical to the health of the U.S. economy: growth, consumer, housing, financial markets, business and world economy.

Growth: Over the past 60 years, the gross domestic product (GDP), which is the total value of everything people are buying in the U.S., grew 3.25 percent. Since 2007, Mehta said the GDP has averaged 2.5 percent and the future prediction for the GDP is 2.3 percent.

Consumer: "The U.S. economy lives and dies by the consumer. Consumer spending is 70 percent of GDP," Mehta says. "It's taken six years, but consumers finally have more money to spend."

Housing: Home prices have been rising, and as the primary source of wealth for consumers, that's a good sign for the economy. In the top 10 housing markets, prices have risen 5.5 percent in the last year, and 35 percent since the low, but are still 11 to 13 percent lower than the peak in 2006.

Financial Markets: While volatility continues in the overseas markets and the stock market lost \$1 trillion in value in the first week of 2016, "China only represents less than five percent of S&P profits, so it doesn't have the bearing you might think," Mehta emphasized.

Business: Manufacturing is slow because of the decline with overseas demand for American products. The energy sector has been the biggest drag on corporate earnings, while at the same time lower gas prices are good for the consumer.

World Economy: While volatility is up, China's GDP is still predicted to grow 6.5 percent in 2016, compared to eight to 14 percent in past years.

Final economic verdict: moderate progression. ■

CONTINUED FROM PAGE 1

outstanding work being done by the theater department," he says. "Our poster program is a good example of how a business can make a simple connection with a school and help advance the cause of education in America."

Gilman, who served on the PPAI Board of Directors for nine years, told the audience he was most proud of the role he played in the hiring of Ted Olson to fill the role of Association president and CEO. "I always thought of Ted as the ideal servant leader. He was called to lead, and he led by always serving the needs of the Association," Gilman recalls. "I had many learning experiences under Ted's guidance, and I am humbly grateful to receive this award in his honor." ■



Mark Gilman, CAS



STEVE SLAGLE, CAE, HONORED WITH PPAI HALL OF FAME AWARD

By Jen Alexander

The PPAI Chairman's Leadership Dinner on Monday night at Mandalay Bay Convention Center was a lively evening filled with heartfelt congratulations and a spirit of thanks for the contributions of the evening's honorees. Among them was Steve Slagle, CAE, former president of PPAI, and the 2016 inductee into the PPAI Hall of Fame.

Slagle took to the stage to share his thanks and express gratitude for the honor in the humble spirit that he has embodied since the beginning of his relationship with the promotional products industry.

"I was both surprised and blessed to have been hired as president in 1995, and doubly blessed to serve in the role for 16 years," says Slagle. "During those years I grew professionally, made many, many incredible friendships and I think—and I hope—I was able to contribute to the Association's growth and success."

Slagle pointed out that his legacy rests in the collaborative efforts of Association employees and industry professionals. "Whatever I managed

to accomplish while with PPAI is a result of a partnership with other staff, volunteers, members and good friends," he says. "I'd like to think that PPAI is better for my having served [there]. I'm confident the Association is in extremely capable hands today and I salute the staff, the hundreds of volunteers and the members who continue to make this 113-year-old organization an essential leader in this great industry."

Slagle is quick to admit that he was hesitant to accept a nomination for the Hall of Fame, believing such honors are better placed among the professionals who work in the industry, and whom the Association serves.

"While I know there is precedent for staff members to be inducted into the Hall of Fame, I always felt the highest Association awards should really be reserved for the volunteers who devote so much time and energy to helping the Association be successful," he says. "So, while having some reservations about being nominated, I eventually said yes, and tonight I'm very pleased I did." ■



above: Steve Slagle, CAE, and nominator Margie Price, MAS



below: Hall of Famers: Bob Waldorf, MAS; Paul Lage, MAS; Fran Ford, CAS; Steve Slagle, CAE; Wayne Greenberg, MAS; Mark Gilman, CAS; Paul Kiewiet, MAS+; Jo-an Lantz, MAS; Kurt Reckziegel; Bill Bywater,

NEW PRODUCTS, DOOR PRIZES DRAW DISTRIBUTORS TO GRAND OPENING CELEBRATION

By Julie Richie

Thousands of distributors flocked to the grand opening celebration at 8 am in the Product Pavilion on Tuesday morning, and in addition to getting first looks at products in the four Product Pavilions and the **brand.** Pavilion, 32 lucky winners won door prizes donated by suppliers and PPAI, including two round-trip tickets on American Airlines.

As attendees made their way along the Product Pavilion tables and then through **brand.**, drawings for prize items were being announced every few minutes. John Oda, account executive at Onyx, was thrilled to win

a Weber grill. "I'm really excited. That's a phenomenal way to start the show," he says.

Joe Chavarria, owner of New Generation Graphics, enjoyed the Grand Opening even though he didn't win a prize. "I'm here to see what we can offer our customers in terms of new products. We walk through here and it's kind of amazing to see how many new products there are. For me it's exciting," he says.

For some distributors, getting on the floor early was a good way to get the creative juices flowing. "If you

stand back and look at everything as a whole, you get better ideas. I look for items that I can combine with screenprinting," says Rich Ringer, president of Boardwalk Promotions. He pointed to a reversible sweatshirt in the New Product Pavilion. "This is a perfect example." ■



And The Grand Opening prize winners are...

Wayne Grothmann	Jerry Hare	Cindy Gardner
Walter Kurt	Brian Klayman	Gordon Ballard
David Laviguer	Joyce Sato	Randy Gallant
Chris Stumpf	David Skolsky	Janna Mundis
Nick Cooper	Kathy Adameak	Ian Miller
Melanie Richards	John Oda	Matt Gonzales
Jody Ferrer	Brian Beam	Gayle DeBord
Johnathan Vasquez	Brad Shuman	Jean Sillman
Pete Aklestad	Yvonne Leung	Sherry Cousins
Paul Herzbrun	Masayuki Sato	Chris Matsumoto
Sarah McTaggart	Sunny Fedorick	

Winners who have not yet received their certificate should go to the PPAI booth (Booth #2451) on the show floor and take the certificate to the booth number listed on it to claim their prize.

SCHEDULE OF EVENTS

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

Thursday, January 14

- 7 am-5 pm Show Office · LEVEL 2 · Mandalay Bay Foyer
- 7 am-6 pm Shuttle Service In Operation · LEVEL 1 · Bayside E Entrance
- 7:30 am-noon Experient Housing Desk · LEVEL 1 · Lobby
- 7:30 am-3 pm Information Desk · LEVEL 1 · Lobby
Internet Café · LEVEL 1 · Lobby Bayside F
PANTONE® · LEVEL 1 · Lobby
Registration · LEVEL 1 · Lobby
- 8 am-noon Certification Lounge · LEVEL 2 · Reef C
- 8 am-4 pm Package Mail/Valet Service Center · LEVEL 1 · Bayside A
Luggage/Coat Check · LEVEL 1 · Lobby Bayside A
- 8:30 am-3:30 pm Scooter Rental · LEVEL 1 · Lobby
- 9-10 pm FREE Professional Development Workshops · LEVEL 2
- 9 am-3 pm PANTONE® Booth #2651 · LEVEL 1 · Bayside D
Product Pavilions (New Products, Green Products, Made In USA, Express Ship)
LEVEL 1 · Bayside F
- 10 am-3 pm Exhibits Open(Expo, brand., DECORATE) · LEVEL 1 · Bayside A-F
PPAI Booth #2451 · LEVEL 1 · Bayside D
- 3-9 pm Exhibitor Move-Out (Expo, brand., DECORATE) · LEVEL 1 · Bayside A-F

Don't miss these events...

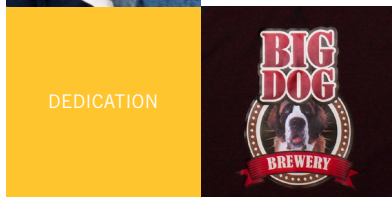
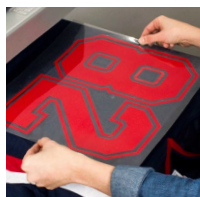
WEDNESDAY

Financial session at 9 am, Lagoon H. Free to attend.

Visit the Product Pavilions in Bayside F until 5:30 pm

THURSDAY

Branding session Thursday at 9 am, Lagoon J. Free to attend.



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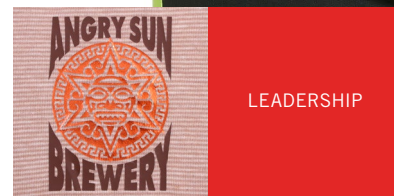
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PPAI IMAGE AWARDS CELEBRATE SELF-PROMOTION

By Julie Richie

During Tuesday night's PPAI Awards Presentation & Reception, the recipients of the PPAI Image Award were honored for implementing creative and successful self-promotion campaigns that stood out in effectively marketing their brands, products and services. Congratulations to the following award recipients for their outstanding achievements in this important industry category.



Sponsored By: J. Charles Crystal Works, Inc.

BRANDING - DISTRIBUTOR

Level	Company Name	Booth#
Silver	Boundless	

BRANDING - SUPPLIER

Silver	Etching Wines	6309
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ELECTRONIC DISTRIBUTOR CATALOG

Bronze	Geiger	
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PRINTED DISTRIBUTOR CATALOG (25+ PAGES)

Bronze	Proforma	
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PRINTED SUPPLIER CATALOGS (1-25 PAGES)

Silver	MediaTree	6055
Bronze	Showdown Displays	2760, 2761, 2861

PRINTED SUPPLIER CATALOGS (26-75 PAGES)

Gold	Aloe Up Suncare Products	433
Gold	Castelli North America, Inc.	5031
Gold	Toddy Gear	3078
Silver	Aprons, Etc.	3774
Silver	Riteline LLC	2041
Bronze	Prime Line®	5817
Bronze	SELCO	833

PRINTED SUPPLIER CATALOGS (76-150 PAGES)

Level	Company Name	Booth#
Gold	BAG MAKERS, Inc.	3825
Gold	Etching Wines	6309
Silver	Journalbooks/Timeplanner Calendars	4225
Bronze	Picnic Time, Inc.	2233

PRINTED SUPPLIER CATALOGS (150+ PAGES)

Gold	BIC Graphic USA	5431
Gold	Cutter & Buck	2147
Silver	Stormtech USA Inc.	1921
Bronze	K & R Precision Corp.	6222, 6225
Bronze	Navitor	3875, 3876
Bronze	Showdown Displays	2760, 2761, 2861

REGIONAL CREATIVE ACHIEVEMENT

Gold	NWPMA	
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SELF-PROMOTION CAMPAIGNS - DISTRIBUTOR

Gold	Brand Fuel, Inc	
Gold	Target Marketing	
Silver	Axis Promotions	
Silver	Step 2 Promotions, Inc.	
Bronze	Stay Visible	

SELF-PROMOTION CAMPAIGNS - SUPPLIER

Level	Company Name	Booth#
Silver	MediaTree	6055
Bronze	EMT	3574



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2016 PPAI TECHNOLOGY AWARD WINNERS DISPLAY REMARKABLE WEB TALENTS

By Jen Alexander

A company website is often the first point of contact for customers, and great websites help promotional products companies put their best selves in front of potential and current clients and ensure a seamless experience. The PPAI Technology Awards, delivered at Tuesday night's Awards & Recognition Reception at The House of Blues, recognize PPAI members who develop creative and effective business websites for the industry. Congratulations to these winners.

BLOGS/PODCASTS/DIGITAL NEWS

Level	Company Name	Booth#
Gold	PromoKitchen	
Gold	Quality Logo Products, Inc.	
Silver	DistributorCentral, LLC	4661
Bronze	Corporate Specialties, LLC	

ECOMMERCE WEBSITE

Silver	Motivators.com	
Silver	Promo Direct	
Bronze	ePromos Promotional Products	
Bronze	Geiger	

MOBILE APPS/MOBILE WEBSITES - BUSINESS SERVICES

Silver	DistributorCentral, LLC	4661
Silver	ZOOMcatalog	1614

MOBILE APPS/MOBILE WEBSITES - SUPPLIER

Gold	MediaTree	6055
Gold	Vantage Apparel	5331
Silver	aiia	5258

MOBILE APPS/MOBILE WEBSITES - SUPPLIER (CON'T)

Level	Company Name	Booth#
Silver	Gemline	5013
Silver	Starline	6140, 6141
Bronze	Pro Towels	2927

SOCIAL MEDIA

Gold	Quality Logo Products, Inc.	
Gold	SnugZ USA	4450, 4451
Silver	EMT	3574
Silver	Stormtech USA Inc.	1921

SPECIAL INTEREST WEBSITE

Gold	Geiger	
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VIDEO CONTENT - BUSINESS SERVICES

Silver	FreePromoTips.com	
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VIDEO CONTENT - DISTRIBUTOR

Gold	Quality Logo Products, Inc.	
Silver	Hasseman Marketing & Communications	

VIDEO CONTENT - SUPPLIER

Level	Company Name	Booth#
Gold	Prime Line®	5817
Gold	Stormtech USA Inc.	1921
Silver	AZX Sport	2736
Silver	Prime Line®	5817
Silver	Saxton Industrial Inc.	5667
Bronze	All In One	2843
Bronze	Kineti-Go Games	

WEB CONTENT/FUNCTIONALITY - DISTRIBUTOR

Silver	Quality Logo Products, Inc.	
Bronze	ePromos Promotional Products	

WEB CONTENT/FUNCTIONALITY - SUPPLIER

Gold	Pro Towels	2927
Gold	Southern Plus	6008
Silver	SnugZ USA	4450, 4451
Silver	VisionUSA	5755
Bronze	Gemline	5013

Sponsored By: R.S. Owens & Company, a division of St Regis Crystal and Visions/Awardcraft

COMPANIES HONORED WITH PPAI SUPPLIER STAR AWARDS GO ABOVE AND BEYOND

By Jen Alexander

Great suppliers are integral to the success of a distributor's work. The Supplier Star Awards, presented Tuesday night at The House of Blues in Mandalay Bay, were awarded to those members who demonstrate consistent excellence in service, decorating, problem resolution and product quality.

Congratulations to this year's winners.



NEW PPAI SUPPLIER MEMBER

Level	Company Name	Booth#
Merit	Justin Case	
Star	RiteLine LLC	2041

\$250,001 - \$500,000

Star	Midnite Snax	3029
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\$500,001 - \$1,000,000

Star	Apollo Group	3560
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\$1,000,001 - \$2,500,000

Star	Black Forest, Ltd.	4355
Merit	Artistic Toy Manufacturing, Inc.	5621

\$2,500,001 - \$5,000,000

Level	Company Name	Booth#
Star	All In One®	2843
Merit	J. Charles Crystalworks Inc.	3627
Merit	Raining Rose, Inc.	6332

\$5,000,001 - \$10,000,000

Star	Showdown Displays	2760, 2761, 2861
Merit	ALPI International, Ltd.	2427

\$10,000,001 - \$15,000,000

Star	Admints & Zagabor	5708
Merit	iClick	4743

\$15,000,001 - \$20,000,000

Level	Company Name	Booth#
Star	Fields Manufacturing	6125
Merit	CPS \ The Keystone Line	4543

\$20,000,001 - \$35,000,000

Star	Ariel Premium Supply, Inc.	1933
Merit	SnugZ USA	4450, 4451


\$35,000,001 - \$50,000,000

Star	BAG MAKERS, Inc.	3825
Merit	Gold Bond Worldwide	5605

\$50,000,001+


Star	SanMar	3013
Merit	Hit Promotional Products	5714, 5715

Sponsored By: Visions/Awardcraft



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PPAI SUPPLIER ACHIEVEMENT AWARDS CELEBRATE BEST IN CRAFTSMANSHIP, CREATIVITY

By Tina Berres Filipski

The work of 58 supplier companies was praised Tuesday night at the PPAI Awards Presentation & Reception in categories ranging from embroidery and sublimation to metal striking and etching. Congratulations to these companies—winners of the 2016 PPAI Supplier Achievement Awards.



CASTINGS

Level	Company Name	Booth#
Gold	Indiana Metal Craft	3351
Silver	Bruce Fox, Inc.	3775

CLIENT SALES & MARKETING AIDS

Silver	BIC Graphic USA	5431
Silver	MediaTree	6055
Silver	Navitor	3875, 3876

COMBINATION OF PROCESSES

Gold	SELCO	833
Gold	Waterleaf Studios	6308
Silver	BAG MAKERS, Inc.	3825
Silver	Prestige Glass International	6306

CUSTOMIZED NON-CATALOG PRODUCT UNDER \$25

Gold	Promobilia Corp.	6223
Silver	Promobilia Corp.	6223

CUSTOMIZED NON-CATALOG PRODUCT \$25 AND UP

Gold	Prestige Glass International	6306
Silver	Promobilia Corp.	6223

CUSTOMIZED RETAIL-BRANDED PRODUCT / PACKAGING

Silver	KeepSake Box USA	5777
Silver	Picnic Time, Inc.	2233

DISTRIBUTOR SALES & MARKETING AIDS

Gold	MiPen Company	6312
Gold	Pop! Promos	4056
Silver	JMTek - CorporateKey	5267, 5366
Silver	Next Products, Inc.	1656

DOME

Level	Company Name	Booth#
Gold	Stouse, Inc.	2850
Silver	Next Products, Inc.	1656

EMBROIDERY I

Silver	Vantage Apparel	5331
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EMBROIDERY II

Gold	Vantage Apparel	5331
Silver	Vantage Apparel	5331

ETCHING/ENGRAVING/LASER

Gold	St Regis Crystal Inc.	6304
Silver	Prestige Glass International	6306
Silver	Prestige Glass International	6306

LARGE FORMAT PRINTING

Gold	Stouse, Inc.	2850
Silver	Gill Studios, Inc.	3925

MASCOT/CHARACTER DEVELOPMENT

Gold	Bruce Fox, Inc.	3775
Gold	R.S. Owens & Company, a div. of St Regis Crystal	6304
Silver	Bruce Fox, Inc.	3775
Silver	LogoIncluded	5866

METAL STRIKING

Gold	SELCO	833
Gold	SELCO	833

MOST CREATIVE PRODUCT-COLLABORATIVE DEVELOPMENT

Gold	Visions/Awardcraft Adwerx Communications, an iPROMOTEu affiliate	6104, 6105
Gold	BAG MAKERS, Inc.	3825

MOST CREATIVE PRODUCT ENTRY

Level	Company Name	Booth#
Gold	Castelli North America, Inc.	5031
Silver	BIC Graphic USA	5431

MULTI-COLOR PRINT IN HARD SURFACES

Gold	Starline	6140, 6141
Silver	Moderne Glass Co., Inc.	3136
Silver	Toddy Gear	3078

MULTI-COLOR PRINT ON TEXTILES

Gold	Buffalo Bay	1326
Gold	Buffalo Bay	1326
Silver	K & R Precision Corp.	6222, 6225
Silver	Suntex Industries	3750

PAD PRINTING

Gold	BIC Graphic USA	5431
Gold	SELCO	833

PVC PRODUCT/DECORATION

Gold	Global Promo, LLC	1771
Gold	KTI Networks / KTI Promo	6315

SPECIAL APPLICATIONS

Silver	BIC Graphic USA	5431
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SPECIAL PROCESSES

Gold	Stouse, Inc.	2850
Silver	Prime Resources Corp.	5817

SUBLIMATION

Gold	In Your Face Apparel	1744
Silver	SAVI CUSTOMS	1268
Silver	Towel Specialties	2750, 2751

Sponsored By: R.S. Owens & Company, a div. of St Regis Crystal



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Pop! Promos



SELCO



Bruce Fox, Inc.



In Your Face Apparel

Awards & Recognition Committee would like to thank the following generous sponsor & donors to the PPAI Awards Presentation & Reception: AIA Corporation, Chocolate Inn/Taylor & Grant, F&h Ribbon, Geiger, Gempire, Gill Studios, J. Charles, Optigraphics, Picnic Time, Pioneer Balloon, PrintingForLess.com, Quikey Manufacturing, R.S. Owens & Company, SAGE, Visions/Awardcraft, and Warwick Publishing.

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By Julie Richie

Buzz-Worthy Tech Products For 2016

See these products and more at the product pavilions.

BEACON PROMOTIONS, INC.
Booth # 5340, 5341

The **multi-powered folding fan** is USB-powered or battery-operated and runs whisper-quiet while blowing a strong, cooling breeze. With soft blades for safety, the fan folds down to fit in small spaces and is perfect for traveling.



SEATTLE SPORTS
Booth # 4560

The **FireWater** is a USB/solar-charged, collapsible LED bottle. Unfold it to use as a water bottle or as a waterproof container for your valuables. Illuminate your surroundings with the three-setting LED light: low, high or flashing. Choose from green, blue or clear.

PRIME RESOURCES CORP.
Booth # 5817

Liven up your work space with the soft polyurethane, patented **MopTopper™** with long-lasting microfiber hair. It serves as a stress reliever, mobile device holder and screen cleaner. The MopTopper holds most styles of cellphones.



GILL STUDIOS, INC.
Booth # 2021

An innovative sheet of **keyboard tattoos** for your computer keys, each full-color sheet contains six key tattoos that are ultra removable for easy application and removal. Simply peel and stick to your keys to customize your keyboard.

TODDY GEAR
Booth # 3078

The **Smart Charge mobile gift set** is a four-component promotional kit packed with must-have tech accessories including a full-color, full-wrap imprint on a power bank with 2600mAh of power for charging portable electronics, a microfiber cleaning solution and a unique phone stand that supports and cleans electronics.



FUJIFILM USA, INC.
Booth # 5970

The newest version of the Instax lineup of cameras, the smaller and much sleeker **Mini 70 camera** features a high-performance flash for better exposed pictures and a hi-key mode for beautiful and enhanced skin tones. Additional features include a selfie mode for great self portraits and a convenient self-timer that will shoot up to two photos at a time for picture sharing capability.

PROMOBILIA CORP.
Booth # 6223

Custom-shaped retractable earbuds will bring a smile to any recipient and keep your brand in their hands and in their ears. Feel free to get creative since this product can be customized to any design.



BUZTRONICS, INC.
Booth # 3665

The **StepWell 3D Activity Tracker** provides digital accuracy with a built-in solid-state accelerometer. StepWell tracks your steps, calories burned, distance traveled, and auto-launches statistics to your custom-logo web-linked personal wellness page. Promote your brand, drive traffic to your website and encourage healthy habits.

ABOUT THE PRODUCT PAVILIONS

HOURS:

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Thursday, January 14, 9 am–3 pm

LOCATION:

Level 1, Mandalay Bay Convention Center in Bayside F

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SAGE Mobile at

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THE PYRAMID AWARDS CELEBRATE DISTRIBUTOR CREATIVE EXCELLENCE

By James Khattak

Tuesday night at the PPAI Awards Presentation & Reception, the Association and the industry honored 27 companies with the PPAI Pyramid Award for their outstanding use of promotional products. The Pyramid Awards represent promotional excellence at its best by shining a spotlight on distributors' creative use of promotional products for a variety of client programs and initiatives.

This year's recipients were recognized for their accomplishments in 11 categories reflecting business-to-business and consumer campaigns, employee incentive and internal communications programs, and sales incentives, among others.

Congratulations to this year's winners.



AB Unlimited, Indiana Metal Craft
R.S. Owens & Company, division of St Regis Crystal

Sponsored By: Visions/Awardcraft

BUSINESS-TO-BUSINESS PROGRAMS

Level	Company Name
Silver	Pica Marketing Group
Bronze	LeRoe Corporate Gifts, Inc.
Bronze	Promotional Alliance, Inc.

CONSUMER PROGRAMS

Gold	Progressive Promotions, Inc.
Gold	Shumsky
Silver	All That Jazz, an iPROMOTEu affiliate
Bronze	Bamko Promotional Items

DIVERSITY & SOCIAL RESPONSIBILITY PROGRAMS

Silver	Concepts & Associates, Inc.
Silver	Geiger
Bronze	Geiger

DISTRIBUTOR/SUPPLIER COLLABORATION

Gold	AB Unlimited
	Indiana Metal Craft
	R.S. Owens & Company, division of St Regis Crystal
Silver	JR Resources
	Milano Worldwide Corp.

EMPLOYEE INCENTIVE PROGRAMS

Silver	Bamko Promotional Items
Bronze	Axis Promotions

GOODWILL PROGRAMS

Level	Company Name
Silver	Freestyle Marketing
Silver	Geiger
Bronze	Corporate Specialties LLC

HEALTH/ WELLNESS PROGRAMS

Silver	Geiger
Silver	Geiger

INTERNAL COMMUNICATION PROGRAMS

Gold	Gephart Marketing Solutions, LLC
Gold	Hillarys LLC
Silver	Summit Group, LLC
Silver	The Planet Group, an iPROMOTEu affiliate
Bronze	AB Unlimited
Bronze	Xpert Media Management

NOT-FOR-PROFIT PROGRAMS

Gold	Advantages
Gold	Business Impact Group
Silver	Gephart Marketing Solutions, LLC
Silver	The Planet Group, an iPROMOTEu affiliate

SALES INCENTIVE PROGRAMS

Silver	Bamko Promotional Items
Silver	Grapevine Designs LLC

TRADESHOW/ EXHIBIT TRAFFIC PROGRAMS

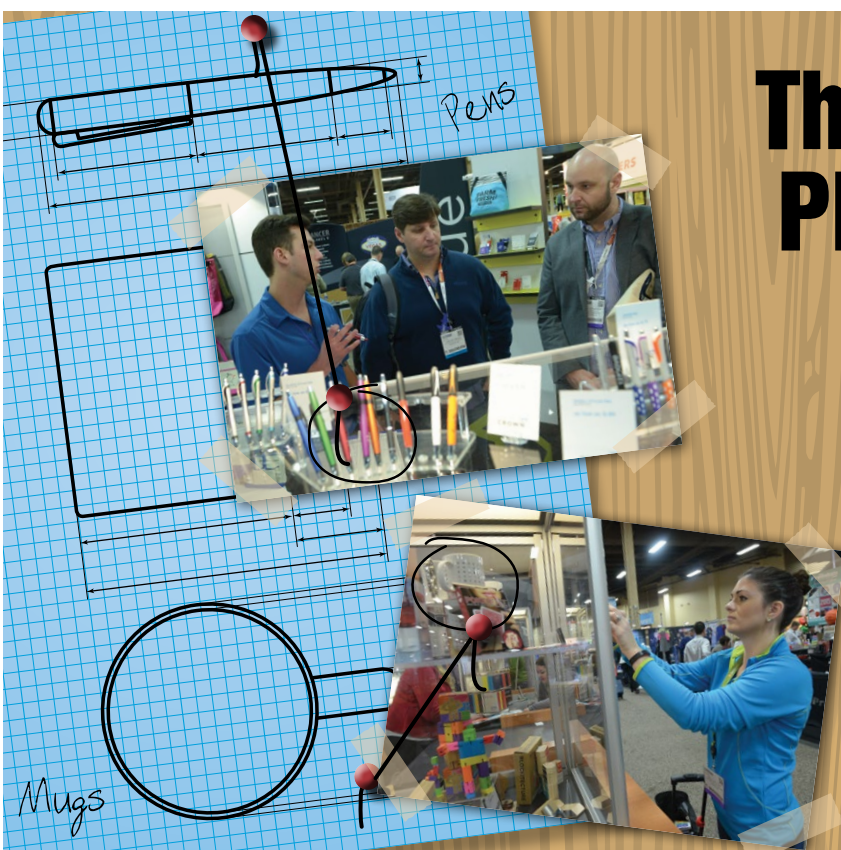
Level	Company Name
Silver	Hillarys LLC
Silver	Threadmasters
Bronze	ID, Inc.



Gephart Marketing Solutions, LLC



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GOLD

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 AZX Sport
 BEST Promotions USA, LLC
 Bulova Corporation
 Drum-Line
 E-Z LETTERING SERVICE
 Evans Manufacturing, Inc.
 Flexfit/Yupoong
 Glass-U

Hit Promotional Products, Inc
 In Your Face Apparel
 LAT Apparel
 Leashables By Oralabs, Inc
 Sanford Business-to-Business Division
 Sling Grip
 Triton Poker Chip Co
 Warwick Publishing Company

SILVER

Chocolate Inn / Taylor & Grant
 Devon Corporation
 Etching Industries Corp.

Logo Mats, LLC
 Maui Jim Sunglasses
 Optigraphics

Picnic Time, Inc.
 Terry Town

BRONZE

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