



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

Promotional Products Industry Overview-Part 1

Joe Scott, MAS
Scott & Associates, Inc.

PPI Part 1 - 1.5 pts
Tuesday, January 12
10 - 11:30 am



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PPAI EXPO

Help! My iPhone Fell Into The Toilet!

Presented by:
Joseph G. Scott, MAS
VP – Scott & Associates, Inc.



PPAI EXPO

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Promotional Products Industry History



- 1789 – Washington's commemorative buttons
- 1800's – Advertising calendars & wood items
- Late 1800's – Birth of the industry
- Jasper Freemont Meek
 - Imprinted book bags & horse covers
- Henry D. Beach
- Thomas D. Murphy & Edward Burke Osborne
 - Advertising calendars



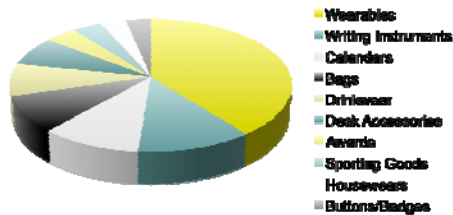
Promotional Products Industry History – Our Association

- 1904 – Advertising Manufacturer’s Association – 12 members
- 1912 – Promotional products recognized as media by Advertising Federation of America
- 1914 – First trade show – 32 exhibitors
- 1920 – Advertising Specialty Association
- 1928 – 132 members
- 1931 - Advertising Specialties Natn’l. Association (mostly mfgs.)
- 1953 – Advertising Specialty Guild (jobbers)
- Specialty Advertising Association
- Promotional Products Association International
- Today – 7,500+ member companies world-wide
 - \$ 18.1 Billion in sales

Promotional Products Industry History – Company Sales Figures

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Top Ten Product Categories for 2008 Make up 77% of Industry Sales



What's The Difference Between...

- Incentive – Exchanged for performance
- Premium – Exchanged for a purchase
- Award – Exchanged for performance
- Gift – Given “Just Because”
- Give-Away – “Thank you for being here”
- Prize – Exchanged for contest entry
- No Logo? It's not a Promotional Product!
 - One item can provide all of these functions

PPAI & Regional Associations

- PPAI – HQ in Irving, TX www.ppa.org
- 28 Regional Associations www.RegionalAssociation.com
- PPAI's Regional Affiliate Counsel (RAC) is made up of 27 Regional Associations
- Many Regional Associations hold their own trade shows and Professional Development events
- Consider joining your Regional Association!

Industry Publications/Web Sites



- DailyBoost www.DailyBoost.com
- PPB – Promotional Products Business – monthly www.PPBmag.com
- Promotional Consultant – Bi-Monthly
- Promotional Consultant Today – Daily e-zine
- PPB Newslink – weekly e-zine
- Promotional Products Association International www.ppa.org

History of Professional Development

- 1961 – Executive Development Seminars
- 1966 – Regional Sales Training – NY
- 1973 – Sales Institute – Dallas
- 1977 – Supplier Management Institute
- 1978 – Distributor Management Institute
- 1983 – First MAS/CAS Curriculum
- 1985 – Power of Creativity
- 1990 – President’s Forum
- 1999 – First CAS Exam



MAS/CAS Industry Designations

- CAS - 3 yrs Promotional Products Business
 - 75 Continuing Education Credit Hours based on:
 - 15 CEUs required courses
 - 60 CEUs elective courses (either MAS or CAS)
 - 5 points maximum for industry service
 - Pass the CAS exam



MAS/CAS Industry Designations

- MAS - 5 yrs Promotional Products Business
 - CAS certification or CAS requirements met
 - 175 Continuing Education Credit Hours based on:
 - 75 CEUs from CAS certification
 - 100 CEUs MAS-level – no required courses
 - 25 or less CEUs from non-CEU approved courses
 - 25 or less CEUs from self-paced programs
 - 15 or less CEUs from required industry service
 - Pass the MAS exam/conduct approved workshop/publish an article in an approved industry publication

How Promotional Products Go to Market

- Manufacturer/Supplier – Makes/Buys the item and adds the logo(s)
- Manufacturer/Supplier Rep – Contacts Promotional Consultants about items
- Promotional Consultant – Buys logoed item from Supplier
- End-Buyer – Buys logoed item from Promotional Consultant

Supplier & Promotional Consultant Relationship

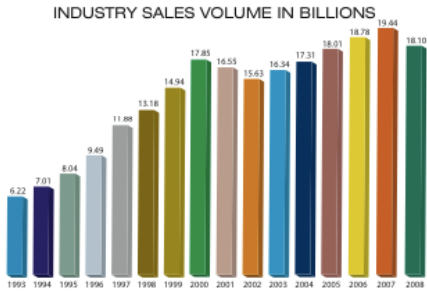
- The Promotional Consultant creates strategies to accomplish their client's objectives
- In many cases, the Supplier/Manufacturer provides ideas to the Promotional Consultant
- The Promotional Consultant purchases the imprinted item from the Supplier/Manufacturer

Supplier & Promotional Consultant Relationship

- Pay the Supplier on-time whether or not your client has paid you
- Don't "beat them up" on price
- In the rare instance that they make a mistake, don't complain, get into Solution Mode

- A story

Promotional Products Market Growth



Top Ten Applications of Promotional Products

- Customer Goodwill & Retention
- Trade Shows
- Employee Relations & Events
- Brand Awareness
- Public Relations
- New Customer/Account Generation
- Employee Service Awards
- Not-For-Profit Programs
- Internal Promotions
- New Product/Service Introductions

Top Ten Buyers of Promotional Products

- Education
- Financial
- Not-For-Profit
- Healthcare
- Construction
- Trade & Professional Associations
- Real Estate
- Government
- Professionals
- Restaurants & Bars

Why Promotional Products Work

- Promotional Products are:
 - Able to engage all of the senses
 - Useful
 - Appreciated by the recipients
 - Retained by the recipients
 - Repeatedly displaying the client's message at no additional cost/impression



What Do You Do For A Living?

- I get customers for my clients
- I keep my client's web applications available and secure
- I help my patients get the most from their bodies
- I protect and manage the ideas that fuel the world economy
- I make mouths feel and look great