

First Time Attendees: Navigating The PPAI Expo

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What's on the agenda?

- The physical challenges of EXPO and how to prepare
- Developing a plan of attack
- Show etiquette & best practices
- Supplier expectations
- What you can expect to accomplish
- What to do at the END of the day
- What to do when you get home





- Over 1,000,000 square feet utilized
- Ranked in the top 55 U.S. trade shows

How big is Expo?

- Over 3,200 booths
- 1,400 companies
- Over 11,000 distributors



Expo is exhausting so take care of yourself

- DRINK WATER! Other beverages do not provide the same hydration
- Drink in moderation! Alcohol will dehydrate you
- Take your vitamins
- Eat healthy - start with a good breakfast
- Get a good night's sleep
- Wear comfortable shoes



Expo is exhausting so take care of yourself

- Fill a small Ziploc bag with Advil, Band Aids, Pepto, hand sanitizer and cough drops
- Bring snacks with you on the show floor
- Listen to your body...stop and take a break



PPAI EXPO

Attire: Professional and Comfortable

You want to be taken seriously



PPAI EXPO

Show Floor Hours



Tuesday 10:00 to 5:30

Wednesday 10:00 to 5:30

Thursday 10:00 to 3:00

Halls E & F (Aisles 400 – 2300) will open **at 9 am on Tuesday** as part of a Grand Opening for the newly expanded exhibit hall

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Tips For Working the Show

- Check your badge - is your contact info correct? Keep badge visible and accessible
- Have your shipping number ready for sample orders
- Use a unique email address so post show emails don't clog up your inbox
- Keep a extra cell phone battery or emergency phone charger handy



Tips For Working the Show

- You cannot physically stop and visit every booth
- When possible, make appointments with selected suppliers
- Keep a notebook, mini-recorder, digital camera or mini-video recorder handy
- Carry business cards



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Tips For Working the Show



- Don't follow the crowd!
- Start as early as possible in the morning
- Take advantage of lighter show traffic at the end of the day and on Thursday
- Keep good notes so follow up is easier. Don't count on the supplier to follow up!

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Tips For Working the Show

- Make a list of suppliers you want to see and check the floor plan to devise your plan of attack
- Take photos with the suppliers card next to the item so you know who to contact
- Don't linger too long at each booth and don't stay in a conversation with a company you're not interested in doing business with



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Day 1

VISIT YOUR SUPPLIER PARTNERS

Organize at least one full day to go to your favorite suppliers. Partnering with suppliers makes for long term profitable relationships for both parties.

Make sure to mention all of those inside people that have helped you throughout the year. So many of the unsung heroes are people that never go to shows. Those people deserve the kudos from those in the field.



Day 2

WALK THE SHOW FLOOR / VISIT PRODUCT PAVILIONS

Walk the show at a brisk pace to review some of the booths passed while you were concentrating on your proven partners. This is the chance to identify new opportunities.

Go to the Products Pavilion with your camera and notepad. You may not get out to each of these booths but you can email pictures from the pavilions to your clients to get them excited about your follow up after the show.



Day 2

Product Pavilion
Sneak Peek
Tuesday, January 12
8-9 am

PRODUCT PAVILIONS

Located in Hall F (adjacent to Aisle 400)

Tuesday, January 12 • 8 am-5:30 pm

Wednesday, January 13 • 9 am-5:30 pm

Thursday, January 14 • 9 am-3 pm

NEW Location
Dates & Times

Can't fit the Sneak Peek into your hectic schedule? Don't worry; you still have plenty of time to see all the featured products and find the inspiration to tackle your clients' toughest demands. The Product Pavilions are open when the show floor is, so make time to discover the latest and greatest the industry has to offer.

New Products

The New Product pavilion features the newest products to hit the market. See the latest and greatest before anyone else.

greenproducts

Featuring eco-conscious and environmentally friendly products the Green Products pavilion is full of ideas for your customers interested in organic, recyclable or reusable products.

MADE IN THE USA

Patriotic customers are sure to bleed red, white and blue over these top-quality promotional products made in the good 'ol US of A.

EXPRESS SHIP

Ever received a panic-stricken phone call from a customer that just has to have a giveaway at their next event...next week? These products will make you a superstar when they ship in 72 hours or less.

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Located in Hall F - Aisles 400-900 (the new addition to Level One)
Tuesday, January 12 • 9 am-5:30 pm (SPECIAL GRAND OPENING TIME)
Wednesday, January 13 • 10 am-5:30 pm
Thursday, January 14 • 10 am-3 pm

Corporate gifting is a great way to add additional revenue streams to your promotional products business. PPAI's **brand.** lets you interact one-on-one with reps from some of the hottest brands in the corporate gifting space. You can see the newest offerings from brands like All-clad, Apple®, Bose®, Canon®, Maui Jim®, Sony®, Swarovski®, Tumi® and more.



PPAI DECORATE®

A PROMO EQUIPMENT SHOW

Located in Hall A - Aisles 6900-7000

Tuesday, January 12 • 10 am-5:30 pm

Wednesday, January 13 • 10 am-5:30 pm

Thursday, January 14 • 10 am-3 pm

Showcasing the very best in screen printing, embroidery, decorating and digital technology, DECORATE is the ideal place to learn how ordinary products become powerful advertising and marketing tools. If you're interested in adding decorating to your corporate offering or just want to fully understand the ins and outs of the various decorating processes, be sure to stop by and visit with industry veterans like Action Illustrated, Digital Art Solutions, ITNH Inc, and Logojet.

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Day 3

WALK THE SHOW FLOOR / ASK ABOUT SELF PROMOS

This is your last chance to take a walk around the show floor and visit any of your partner suppliers you might have missed earlier in the week.

This is also the day savvy distributors go back and hit the booths they want for self-promos. Ask about self-promo specials as some suppliers have really great ones at the booth. Also, some suppliers will sell off their demo items. Have a budget in mind for both.



Catalogs and Samples

- Be respectful of suppliers and don't ask all of them to send you 2 catalogs. It's expensive and if you're not going to be ordering from them, it's a waste of their money.
- Don't pick up samples unless you **MUST** have them. You'll wind up leaving a lot of stuff for the hotel cleaning staff.
- Don't grab catalogs unless you are using the shipping service. You can be carrying an extra hundred pounds in an hour if you are not careful. There may be some you don't want to wait for but ship them to yourself, don't carry them.
- Some suppliers can take up to 60 days to send catalogs. So keep a list of any critical catalogs you need and let the rep know you at least need one by a certain date.



PACKAGE MAIL/VALET SERVICE

Level 1 • Bayside A (adjacent to Aisle 7000)

Package Mail (Self Service)

Don't let bags full of samples prevent you from interacting with suppliers. With Package Mail you can easily drop off samples and catalogs collected on the trade show floor in your designated box to easily be shipped back home. Box Size: 18" x 12" x 12"

PPAI Member Cost: \$14.25 per box (pre-show) • \$15 per box (on site)

Nonmember Cost: \$15.25 per box (pre-show) • \$16 per box (on site)

Valet Mail Service (Full Service)

PPAI makes it easy for you to ship your samples back to your home or office. Pick up three valet bags at Package Mail to gather the samples and catalogs you collect while on the show floor. Full bags may be dropped off at any of the 10 locations throughout the show floor. We'll handle the rest.

PPAI Member Cost: \$26.60 per box (pre-show) • \$28 per box (on site)

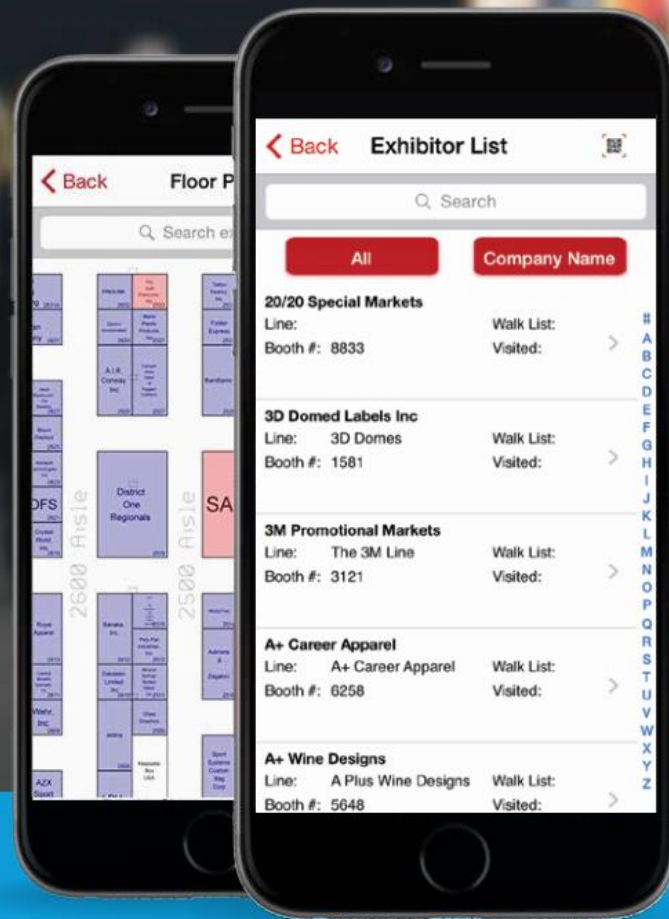
Nonmember Cost: \$27.60 per box (pre-show) • \$29 per box (on site)

(Three bags per one box)



SAGE Mobile™ is the
official tradeshow
planner for The
PPAI EXPO®

The Expo PlanIt features you
loved are now part of SAGE Mobile



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Use SAGE Mobile on the Show Floor

- Create a walk list prior to the show and SAGE Mobile will guide you to each booth on your walk list based on the most efficient route
- Sort your walk list by your preferred method (Company Name, Booth Number, Zig-Zag Walk Order, One Side Walk Order)



Use SAGE Mobile on the Show Floor

- View the interactive floor plan to help you navigate the show floor and see the exhibitors' booths you added to your walk list
- Check off exhibitors as you visit their booths to ensure that you visit every booth you intended; you can also scan the QR code at each booth and SAGE Mobile will automatically mark that booth as visited



Use SAGE Mobile on the Show Floor

- Search for exhibitors by company name and quickly find their booth number
- Add notes, pictures, video and audio recordings on products and suppliers that interest you for easy reference after the show



Developing Your Plan

- Do I have 1 to 3 preferred suppliers for each of my best selling categories?
- Do I have clients that are looking for specific products, programs, or events?
- Do I need to learn more about a specific type of product or decorating method?



Show Etiquette & Best Practices

- Step aside and outside of a booth to take (or make) a call
- Don't interrupt ...EVERYONE is in a hurry
- Breath mints
- Hand sanitizer
- Don't leave bags or other personal items in the booth or aisle



What does a supplier want to accomplish at Expo?

- Show you new products or a new line
- Raise awareness of their uniqueness
- Touch base with existing customers
- Solicit feedback on product lines
- Promote catalogs, samples and kits
- Check out their competition



What you can accomplish at the show?

Learn about new product lines

- What are your best selling products?
- Which markets do you see those placed most often and most successfully?
- Do you have any case studies?

Build Relationships

- Meet the people you've already contacted or connected with via social media

Order literature and samples

- Only order the quantities you really need
- Be aware of catalog and sample fees
- You can always order collateral online after Expo



Develop a better understanding of PPAI and the benefits of membership

Information

- Education
- Trade Shows
- Publications

Business Partners

- FedEx
- SAGE
- PANTONE
- 30+ other partners

Outreach/Industry Awareness

- Promotional Products Work! Week

Public Affairs

- PPAI LAW, PPAI L.E.A.D and L.E.A.D. Local
- Product Safety Aware
- Code of Conduct



SAGE Experience

*Free training on SAGE products and services
in Booth 3188*

Tuesday, January 12

11:00 am – 4:45 pm

Wednesday, January 13

11:00 am – 4:45 pm

Thursday, January 14

11:00 am – 1:45 pm

SAGE EXPERIENCE

All SAGE
Experience
sessions are
on the trade
show floor.

**Booth
#3188**

TUESDAY

11-11:30 am
Tour de SAGE Mobile: The Official Show Planner For The PPAI Expo
Tyson Strong • CAS-0.5

11:45 am -12:15 pm
Learn Why Over 45,000 Distributors Choose SAGE
Stacey Welsh • CAS-0.5

12:30-1 pm
A Rookie's Guide To SAGE Online
Hollie Butterfield • CAS-0.5

1:15-1:45 pm
Kiss Sticky Notes Goodbye
Eric Seamount • CAS-0.5

2-2:30 pm
Put The Order Back In Your Order Management
John Peddy • CAS-0.5

2:45-3:15 pm
Build Client Loyalty With Company Stores
Grayson West • CAS-0.5

3:30-4 pm
The Secret To Getting Noticed
Diana Whitley • CAS-0.5

4:15-4:45 pm
Drive Your Business With A Professional Website
Dan Foster • CAS-0.5

WEDNESDAY

11-11:30 am
Tour de SAGE Mobile: The Official Show Planner For The PPAI Expo
Ryan Hanchey • CAS-0.5

11:45 am -12:15 pm
A Rookie's Guide To SAGE Online
Ben Haynes • CAS-0.5

12:30-1 pm
Kiss Sticky Notes Goodbye
Andy Evans • CAS-0.5

1:15-1:45 pm
Accomplish More With SAGE Online 12
Greg Cox • CAS-0.5

2-2:30 pm
Drive Your Business With A Professional Website
James Wilson • CAS-0.5

2:45-3:15 pm
The Secret To Getting Noticed
Danielle Davidson • CAS-0.5

3:30-4 pm
Learn Why Over 45,000 Distributors Choose SAGE
Mark Hansen • CAS-0.5

4:15-4:45 pm
Put The Order Back In Your Order Management
Diana Whitley • CAS-0.5

THURSDAY

11-11:30 am
New Tricks For Experienced SAGE Users
Eric Seamount • MAS-0.5

11:45 am-12:15 pm
The Secret To Getting Noticed
TBD • CAS-0.5

12:30-1 pm
Drive Your Business With A Professional Website
Amanda Williams • CAS-0.5

1:15-1:45 pm
Learn Why Over 45,000 Distributors Choose SAGE
Stacey Welsh • CAS-0.5



What you can accomplish at the show?



*Get educated on the basics or
specific topics of interest*

- Take education sessions before and during the show
- Check your transcript
- Find out more on TAS/CAS/MAS/MAS+ Designations



What you can accomplish at the show?

Find solutions for clients and projects

- Share your clients' story – date, budget, target audience, etc.
- Ask for product suggestions
- Request a quote
- Order samples
- Request a virtual sample for follow-up



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What should you do at the END of the day?

- Review how much of your plan you've accomplished
- Re-group if necessary for next day
- If you are with a group, get together and share the BEST idea of the day
- Attend one of the networking events
- Get some rest



PPAI EXPO[®]

PPAI Awards Presentation & Reception House of Blues – Tuesday at 6:30 pm

Tickets are \$75 member & \$125 Non-Member



PPAI AWARDS PRESENTATION & RECEPTION

Tuesday, January 12

Doors open 6 pm-Presentation 6:30 to 8:30 pm

House of Blues at Mandalay Bay Resort & Casino

PPAI Member: \$50 advance/\$75 onsite

Nonmember: \$100 advance/\$125 onsite



The PPAI Awards Presentation & Reception returns to the House of Blues for another rockin' night of food, drinks, music and awards. Join your colleagues as we recognize those exceptional individuals and companies for their innovation and creative excellence. A panel of industry judges evaluates hundreds of entries to find the best of the best in five categories: Supplier Star, Supplier Achievement, Technology, Pyramid and Image Awards.

Must be 21 or older to attend. Valid government-issued photo ID required for entry. Passports required for international guests.

Dress code strictly enforced: Guests wearing tennis shoes, sandals, shorts, hats or athletic apparel will not be admitted.

Sponsored by:



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Power of Two Party

Light Nightclub – Wednesday at 7:30 pm

Tickets are \$25 and include 2 drinks and light hors d'oeuvres



Sponsored by:



Booth #2333



PowerOfTwo PARTY

Brought to you by PPAI and SAGE
at

LIGHT

NIGHTCLUB

Mandalay Bay Resort & Casino

Wednesday, January 13
7:30-10:30 pm

\$25/person - includes two (2)
drinks and light hors d'oeuvres
Price will increase on-site
Tickets may be purchased at
ppai.org/expo

*Must be 21 or older to attend. Valid government-issued photo ID required for entry. Passports required for international guests. Dress code strictly enforced:
guests wearing tennis shoes, sandals, shorts, hats or athletic apparel will not be admitted.*

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What to do when you get home?

- Review and contact any key suppliers you missed
 - E-mail catalog requests / New Product Info
- Send artwork & sample/catalog requests
- Share with others in your organization
- File new literature and purge old catalogs and flyers



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What to do when you get home?

- E-mail your clients ideas from EXPO
- E-mail your supplier reps and ask for meetings and presentations on your favorite products & lines
- Review your educational materials and make a plan on implementing and/or sharing your knowledge
- Make a list of PPAI benefits and services to take advantage of to ensure you recover your EXPO costs ASAP
- Do a post-mortem---what to do at next EXPO!



PPAI Is At Your Service

We aim to provide you with the best show experience possible with superior service.

The PPAI team is out in full force, ready and waiting to answer your questions, provide information and get you where you need to go.

We will be wearing blue PPAI Expo dress shirts and you can find us roaming the show floor and at these locations:

- **Info Booth** on Level 1, top of the ramp
- **Show Office** on Level 2, Mandalay Bay Foyer
- **PPAI Booth** on Level 1, #2451



HAVE A
GREAT
EXPO!



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