



## TOP 8 REASONS To Exhibit At The PPAI Expo

- 1. Draws A Diverse Distributor Audience**  
The PPAI Expo attracts businesses of all shapes and sizes from across the country.
- 2. Largest Promotional Products Industry Trade Show**  
Maximize your ROI, maximize your experience, and maximize your business at the largest industry trade show in the country.
- 3. Best Attended Promotional Products Trade Show**  
The PPAI Expo draws more attendees than any other promotional products trade show.
- 4. Longest-Running Promotional Products Trade Show**  
The PPAI Expo is the longest-running and most well-known trade show in the industry, drawing thousands of attendees from across the country and around the globe.
- 5. Attendees Love The PPAI Expo**  
Nearly 70 percent of individuals are repeat attendees to The PPAI Expo.
- 6. It's All In The Name**  
The PPAI Expo is consistently named one of the top 50 shows by Tradeshow Gold.
- 7. Increase Your Brand Exposure**  
The PPAI Expo averages more than 11,000 promotional products consultants representing 4,059 distributor companies.
- 8. Get Your Products In The Hands Of Big-Name Distributors**  
The majority of distributors attending The PPAI Expo have sales volume ranging from \$500,00 to \$10,000,000+.

### The PPAI Expo 2018 Rates - DECORATE

Rates are per 100 square feet. After May 5, 2017

Member Full Payment Option	PPAI Associate/Nonmember Full Payment Option
\$2,795	\$2,945

#### Special Booth Configuration Pricing

- Preferred Space**- 6% of total booth fee (as noted on floorplan)
- Corner**- 12% of total booth fee (corner booth is defined as a booth exposed to an aisle on two sides.)
- Island**- 15% of total booth fee (400 sq ft min.)
- Peninsula**-12% of total booth fee (400 sq ft min.)
- Premium Space**-12% of total booth fee (as noted on floor plan)
- Aisle Carpet Span**-12% of total booth fee (600 sq ft min.)
- Elevated Aisle Span**-12% of total booth fee (600 sq ft min.)
- Extended Height**-12% of total booth fee
- Hanging Sign**-12% of total booth fee (Only if booth is an island, peninsula, or aisle span)



# PPAI Account Management Team

PPAI's dedicated sales team strives to build a lasting partnership focused on helping your business grow. They work hard behind the scenes so you can rest assured your brand is well-represented at The PPAI Expo. With unprecedented industry knowledge and the flexibility to achieve and exceed your business needs, the PPAI sales team is here to make your business succeed.



## **MAJOR ACCOUNT MANAGER - EAST**

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## **MAJOR ACCOUNT MANAGER - WEST**

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## The PPAI Expo 2018 Contracts

The PPAI Expo 2018 contracts will be available through PPAI's online contract management system. This new system is faster, easier to use, more accurate and more secure for all exhibitors when choosing booths and selecting promotional opportunities. Now you can order your booth, your directory ad and your show sponsorship in one location.

Here's how it works:

1. Visit <http://expocontracts.ppai.org>
2. On the left side of the screen, click the "Exhibitor" drop down tab, then select "Apply for Booth".
3. Enter your company password. Contact your account manager if you don't know your password.
4. Enter a booth choice in the mandatory "First Booth Choice" section. There are three optional choices as well. Throughout the contract there are numerous "Notes" fields-the more detail you provide, the better.
5. We have added a product category section this year. This additional information will help assist PPAI during the initial space assignment process.
6. Electronically sign and click submit. On the left side of the screen under "Exhibitor", click Promotional Opportunities to make your advertising and marketing selections.



**January 14-18, 2018** • Education January 14-15 - Exhibits January 16-18  
[ppai.org/expo](http://ppai.org/expo)