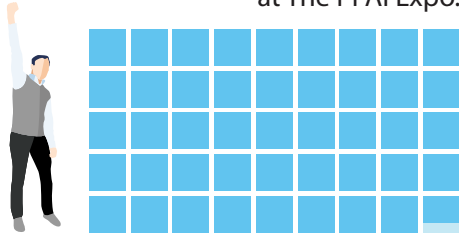


# Here's Why You Can't Miss The PPAI Expo 2021

**98% Of Exhibitors And Attendees** have a positive experience at The PPAI Expo.

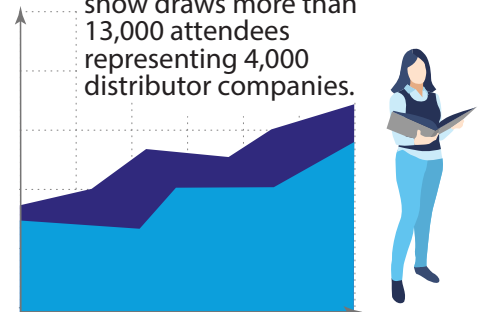


**PPAI EXPO**



Consistently recognized by **Tradeshow Gold**, The PPAI Expo goes above and beyond by finding new ways to enhance the show experience.

**No Other Industry** show draws more than 13,000 attendees representing 4,000 distributor companies.

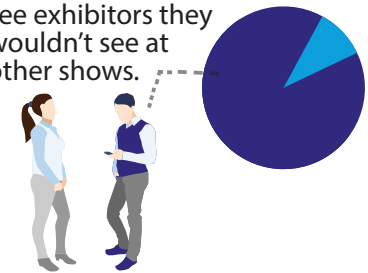


**LARGEST, Longest-Running And Best-Attended** promotional products trade show.



The beginning of the year is the perfect time to launch new products and campaigns. The PPAI Expo can help generate powerful industry buzz around your brands.

**92% Of Attendees** see exhibitors they wouldn't see at other shows.



\*Statistics From 2019 PPAI Exhibitor And Attendee Surveys

## The PPAI Expo 2021 Rates

Rates are per 100 square fee

	Exhibited at Expo 2020	Did Not Exhibit at Expo 2020	Rate After June 12 <sup>th</sup> , 2020
Member, Full Payment	\$2,745	\$2,895	\$3,045
Member, Deposit Plan	\$2,845	\$2,995	\$3,145
PPAI Associate/Non-Member	\$3,745	\$3,895	\$4,045

### 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 help your business succeed.



## **MAJOR ACCOUNT MANAGER - EAST**

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## The PPAI Expo 2021 Contracts

The PPAI Expo 2021 contracts are available through PPAI's online contract management system. This system is fast, easy to use, and secure for all exhibitors when choosing booths and selecting promotional opportunities. 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. There is a product category section—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 11-13, 2021** • Education January 11 - Exhibits January 12-13  
[ppai.org/expo](http://ppai.org/expo)