

The PPAI Expo 2019 – Script

It's time to experience extraordinary. It's The PPAI Expo, produced and owned by Promotional Products Association International, at the Mandalay Bay Convention Center in Las Vegas.

More than 20,000 attendees are getting motivated by David Goggins, the former Navy Seal, whose book "Can't Hurt Me," is number two on Amazon.

David Goggins (SOT): "My whole message is get outside your comfort zone, getting outside yourself and overcoming odds."

Promotional products are a \$23.3-billion-dollar industry, the sixth leading advertising medium in the United States.

It grew more than 9 percent last year and isn't slowing down.

Dale Denham (SOT): "When it comes to promotional products you can't skip a t-shirt you can't fast forward a t-shirt and instead you wait in line and you say thank you."

The industry is growing so fast that it's gotten the attention of Ad Age, the oldest and largest publication and online platform in the advertising industry.

Josh Golden (SOT): "The velocity of the growth of the industry is enormous, and it's not slowing down, this is an industry that's continuing to grow, so I think it deserves a marketers and agency's attention."

Technology is taking a front seat, for example these luggage tags are tied to a website that can help people find missing baggage.

Paul Bellantone (SOT): "Regardless of what's happening in the economy promotional products work. When people are hiring they are using promotional products for a recruitment tools. When people are not hiring they are using them to retain their employees. Whether you are putting out sales programs or just trying to brand to current customers, we know that promotional products work."

Millennial's like eco-friendly products, so now there are reusable straws to promote a healthy environment and make a statement.

Brittany David (SOT): "People want things of this generation that meaningful that they are going to use it's not just something free it something free that relates to them."

The promotional products industry is more than one hundred years old, but it keeps changing with the times, so put your logo on it and experience extraordinary.

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