

# FAQ

Home **FAQ**

## WHAT IS PPAI? The Promotional Products Association

**of India – PPAI** is Net based forum exclusively for all kinds of PP ranging from Advertising gifts clothing, signages, and Point of Purchase products. It would be India's first specialty sourcing site for Promotional products. Along With this is an Expo for Promotional products from 20th to 22nd Feb 2017 at Nehru Centre Worli, Mumbai.

### How are Promotional Products used?

Since promotional products can be used alone or integrated with other media, there are virtually limitless ways to use them. They're also effective for dealer/distribution programs, co-op programs, company stores, generating new customers or new accounts, for promotion of brand awareness and brand loyalty.

### What kinds of Promotional Products are available?

There are literally tens of thousands of different types and styles of promotional products. In many cases, it's even possible to obtain custom items that aren't found in any catalog. Examples of common items include: apparel, pens, calendars, coffee mugs, calculators, key chains, desk accessories and memory sticks.

### What are the most popular types of Promotional Products?

Wearable's, Writing instruments, Drink ware, Bags, Computer Products, Desk Office Accessories, Recognition Awards, Calendars, Tech Devises, Textiles

### Who buys Promotional Products?

Industries such as: educational, financial, health care, service providers, non- profit organizations, government, construction, real estate, and many others.

### **Why do Promotional Products work?**

In a world where consumers are bombarded by advertising messages, promotional products stand alone. A print ad, an internet pop-up, a television ad or a radio spot all interrupt and distract consumers. But a promotional product engages and is welcomed by the consumer and then integrated into their lifestyle. In fact, it's the only marketing medium that the consumer says thank you for.

### **Who attends PPAI Expo 2017?**

Sales & Marketing Managers, Communication and Brand Managers. All Looking to enhance their brand Value in most cost effective manner.

### **Who exhibits at PPAI Expo 2017?**

Manufacturers of

### **What do I do with my username and password?**

“Go to [ppai.in/register](http://ppai.in/register) and enter your username and password. This will enable you to enter your company listing for online trade enquiry.”

### **How is PPAI Expo 2017 promoted to attendees?**

“The PPAI Expo 2017 attendee marketing campaign will be an integrated campaign that will include direct mail, print and web advertising, e-mail, public relations and social media. Communications will be targeted to the buyers’ specific product and solution interest. [Click here for more information.](#)”

### **How do I reserve as exhibit space?**

“For specific information on booth pricing, payment details, exhibitor requirements and to reserve your exhibit space, contact PPAI Expo show sales via [sales@ppai.in](mailto:sales@ppai.in) or at 022-2207-5256/57. You can also feel up online application form for exhibitor’s right here “

#### **What are the benefits of ppai to exhibitors?**

It’s an opportunity to discover new businesses to network and physically reach out to a larger audience.

#### **How do I register to attend?**

You can register for free entry. Please [Click here](#) for visitors registration.

#### **How much does it cost to attend?**

Entry to PPAI Expo is absolutely FREE.