

PPAI VISION STATEMENT

To be the preeminent membership organization leading the evolving promotional products industry in growth, innovation and success.

PPAI MISSION STATEMENT

Promotional Products Association International leads the industry by expanding the market, providing indispensable products and services, and enhancing our members' professionalism and success.

PPAI PURPOSE STATEMENT

To facilitate the increased use and perceived value of promotional products and services to achieve buyers' objectives.

We Serve Our Members Best By Serving The Industry First.

- 1. Goal 1 - Establish industry membership structures that encompass diverse promotional products business models and embrace relationships with companies and individual practitioners.**
- 2. Goal 2 – Provide education, products and services that enable industry practitioners to succeed in an evolving and competitive marketplace.**
- 3. Goal 3 – Strategically align the industry's nonprofit associations to assume a collective leadership role, ensuring choice and alternatives in the marketplace.**
- 4. Goal 4 – Increase industry sales by educating end buyers educators and media on the value, benefits and applications of promotional products as a preferred medium.**
- 5. Goal 5 – Ensure an increasing level of financial and operational resources to advance the strategic goals of the Association.**