

The Association

Your Association is an active, progressive, viable organization with the goal of improving conditions in the industry and achieving a larger marketplace for its members' products and service. Through committees and task force groups, it conducts a continuing effort to develop new programs and services. Because of the abundance of active leaders and conscientious members, the Association has enjoyed a healthy and continuous growth.

What is Its Purpose?

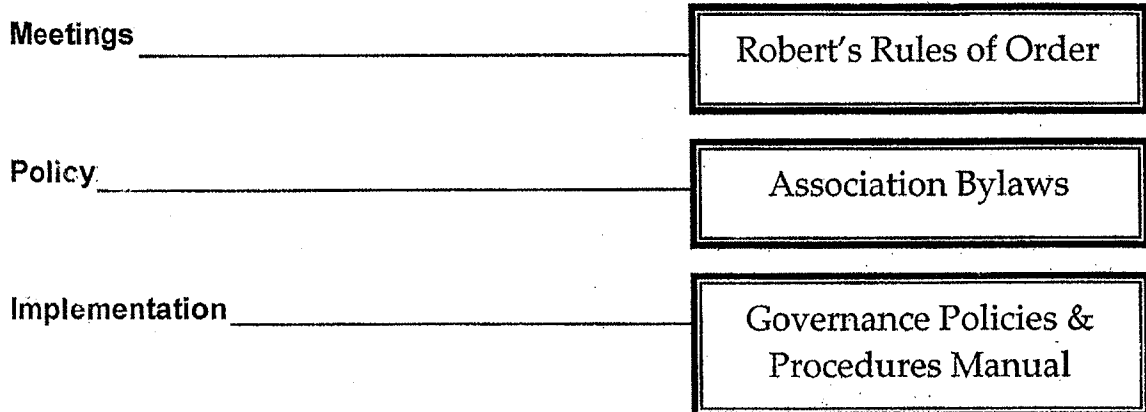
The purpose of the Association, as set forth in the Bylaws, is:

- (a) To foster and conduct trade, educational and informative services and programs conducive to the advancement, growth and general welfare of the promotional products industry;
- (b) To acquire and disseminate industry data and information to the members and keep them abreast of the industry;
- (c) To encourage research and development of standards and business guidelines for the general advancement of the industry;
- (d) To cooperate with other trade associations for the advancement of the industry as a whole;
- (e) To develop, expand and promote new uses and markets for the work and products of the industry;
- (f) To promote and maintain an environment of ethical practices and a high level of professional conduct;
- (g) To partner with the industry's regional not-for-profit associations on activities for the betterment of the industry;
- (h) To cooperate with government officials in the interest of national, state and local welfare;
- (i) To aid the industry in the solution of its problems and, in general, to perform the usual and customary functions of a trade association;
- (j) To engage in such other lawful trade association activities as the board of directors may determine.

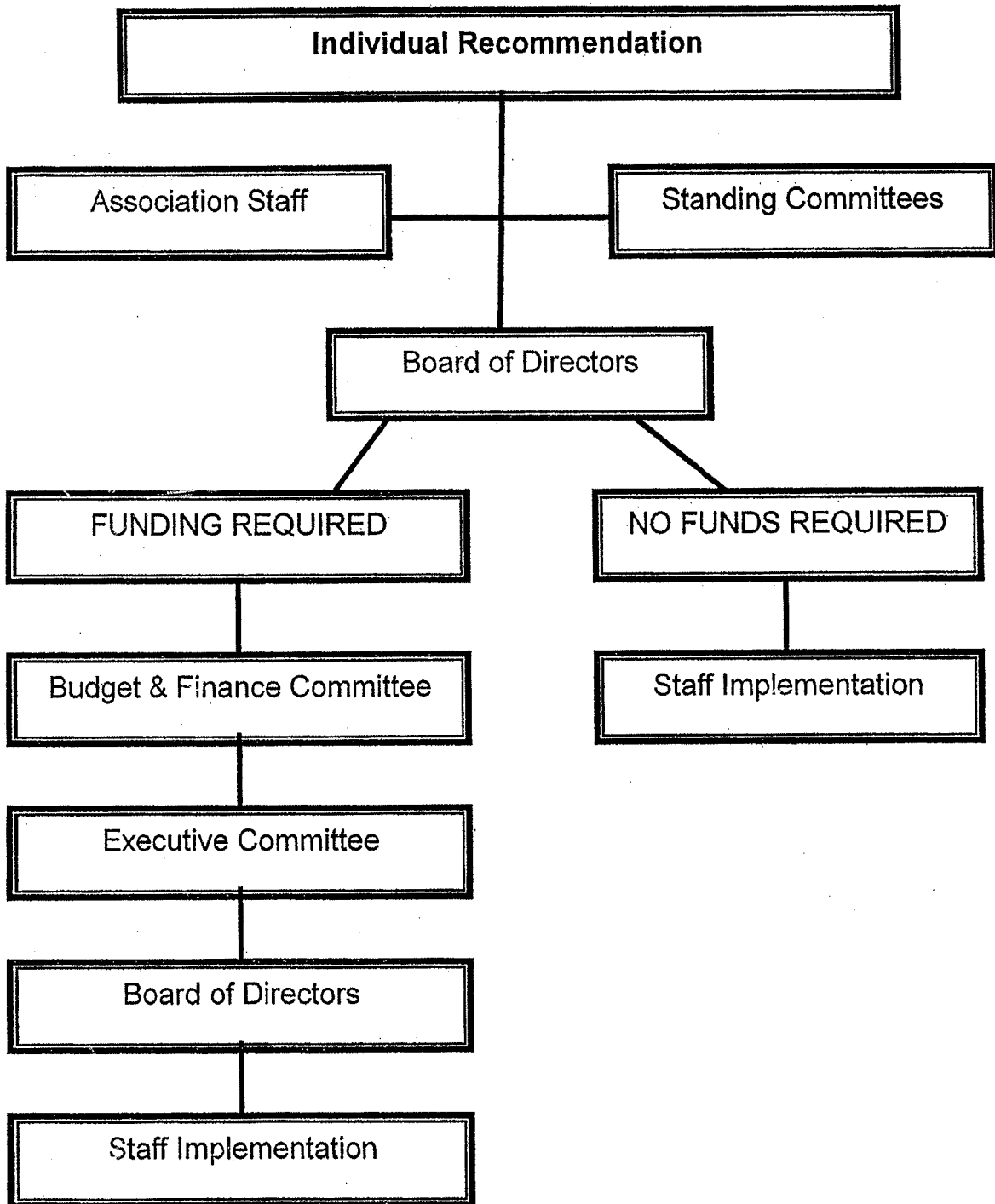
How Does It Function Organizationally?

The Bylaws outline the organization authority of the Association. Briefly, the Board of Directors is the governing body of the Association. The Executive Committee has the authority to act in certain matters when the board is not in session. Committees are established as provided in the Bylaws and their duties are set forth in the Governance Policies and Procedures Manual. In addition, ad hoc committees and task forces are established as necessary.

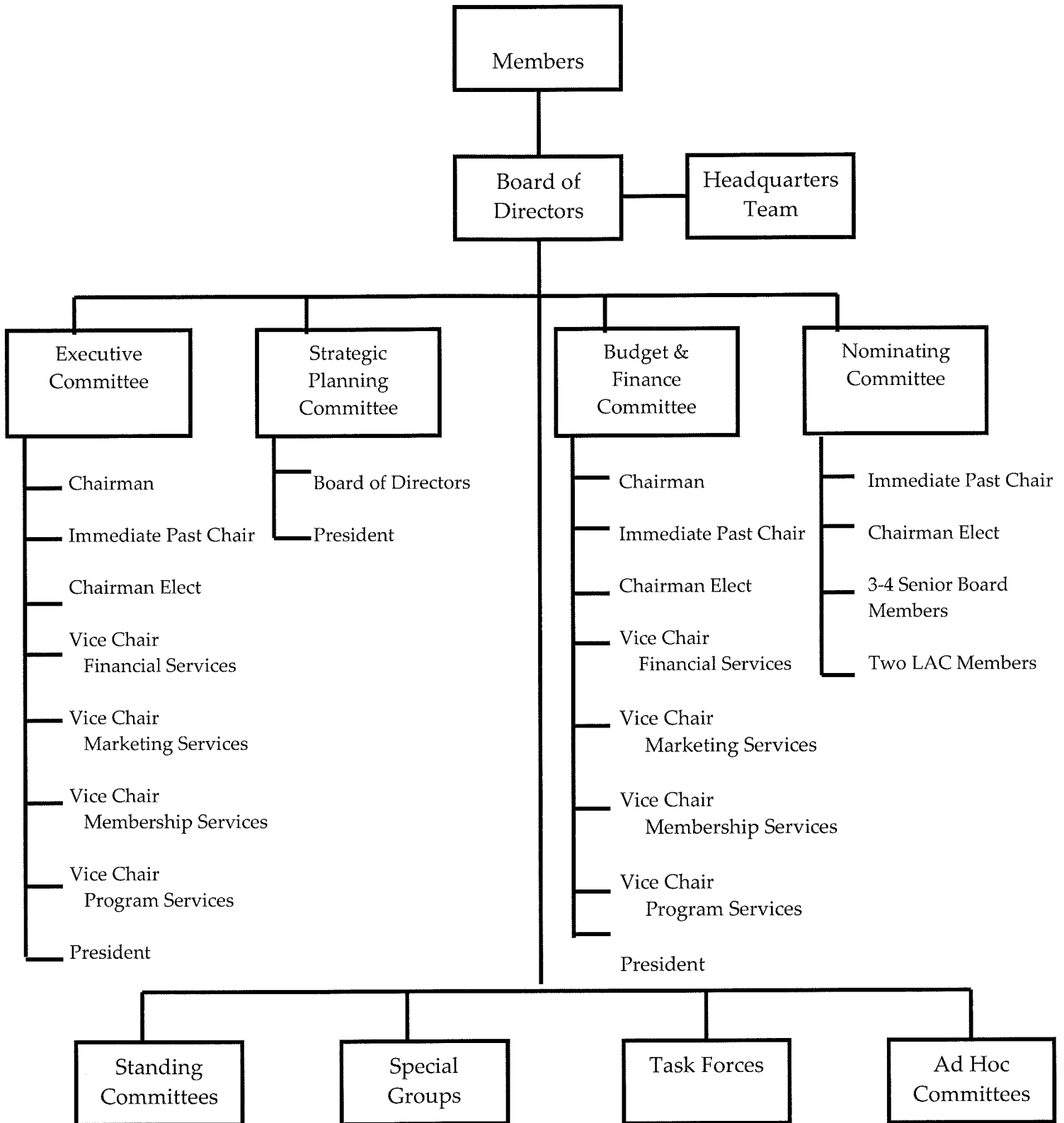
**Rules for Conduct of Business for
Promotional Products Association International**



How an Idea Becomes a Reality



Promotional Products Association International



Promotional Products Association International

ORGANIZATIONAL STRUCTURE

