

Sample form, not for offline completion.

Visit <https://ppai.awardsplatform.com> to enter.

Client Programs

Showcases the effective use of promotional products by distributor members in client programs and campaigns. With a focus on client objective, target audience, execution and results, categories in this area of competition demonstrate unparalleled consultative success.

12 Total Categories OPEN to all PPAI Member Distributors and Regional Associations for entry

Client Programs Submission Requirements

- All entries in Client Programs MUST have a written explanation that contains:
 1. a clearly defined objective with an established budget
 2. definable execution which includes details related to concepts, timing, and other details that demonstrate the complexity, creativity and implementation
 3. reportable results that support the objective
- Eligible entries must be developed, conducted and/or published between April 1, 2024 and April 1, 2025.
- All online web-based content must be viewable online from date of submission through December 31, 2025.
- Copies of letters, electronic communications, screenshots, and other supporting collateral should be uploaded at time of submission.
- Photos and site images must meet the provided guidelines and be upload at time of submission.
- Client Letter must be provided for all Client Program Categories. Letter needs to support your objective and results.

Entry name

Distributor Company Name (Must be a PPAI member to enter competition)

PPAI Company ID #

6 characters

Distributor Salesperson Responsible for Program

Email Address

Phone Number

Entry Name

Select Your Category

Business to Business Programs

Client Branding Programs

Consumer Programs

Social Responsibility Programs

Educational Programs

Employee Incentive & Recognition Programs

Internal Communication Programs

Not For Profit Programs

Political/Legislative Programs

Sales Incentive Programs

...

Provide a descriptive overview of your entry. Include entry objective and overall results.

1000 characters

Client Company Name

Type of Business

When and where did the program take place?

Who comprised the target audience and how many people were included?

How much was spent on the entire program (including promotional products, media, printing, packaging, etc.)?

What other media, if any, was used in the program? Check all that apply. (Samples, screenshots, and/or copies of other media must be provided with your submission in supporting materials.)

- Web
- Email
- Video
- Direct Mail
- Social Media
- Other

What is the primary objective of the program?

In terms of strategy and execution, explain the selection of products and other collateral. Explain themes, slogans, logos developed and map out timing of program detailing distribution and delivery.

What results were achieved relative to the objective for the promotional products? Provide quantifiable numbers and recap the cost of the programs in relation to the budget.

List of suppliers used and product name (if applicable) (optional)

Client Letter

A client letter is required for all submissions and should attest to the results of the program and product used.

Client letter **MUST NOT** contain the individual submitters' name or company name. Letters including this information are subject to disqualification.

Client Letter - required for all Client Programs submissions



Support Materials

Screenshots, art design work/specs, photos, copies of electronic communications can be submitted to support your entry.

Support materials **MUST NOT** contain the individual submitters' name or company name. Materials that are not anonymous are subject to disqualification.

*For Supplier Decorating submissions: **DO NOT** upload invoices, POs, catalog/sales flyers, or distributor letters in this area.

Support Materials (optional)



Support Materials (optional)



Support Materials (optional)



Product Photos

Photos of all product using the following criteria:

- High Res JPG (300DPI - website images not acceptable)
- Image size 4"x6" or higher
- Image orientation can be portrait or landscape
- Silhouette or isolated image of product should have a solid color background; preferably white or gray
- No photos with environments or exteriors please
- Select a maximum of 6 images

Product Photo



Product Photo (optional)



Product Photo (optional)



Product Photo (optional)



Product Photo (optional)



Product Photo (optional)



Company Logo

Upload your company logo in a high res vector format.

Company Logo



Permissions

As a condition for accepting an entry, Applicant agrees and understands that PPAI is granted the right and license to publicize the product/program described in the entry for the purpose of promoting the promotional products industry and the PPAI Awards Program at PPAI events. Applicant should not submit entry information that Applicant does not want to be disclosed by PPAI pursuant to this license.

Applicant hereby grants to PPAI a non-exclusive, perpetual, irrevocable license and right to copy, sell, or distribute the submitted material, in whole or in part, in any format and to incorporate such material in other works to be copied, sold or distributed in any format for the purposes of promoting the promotional products industry or the PPAI Awards Program at PPAI events, including, but not limited to, at PPAI live or virtual events, in PPAI publications, such as on PPAI websites or magazine and by other means. Applicant represents it has the right and authority to grant these rights to PPAI and that the permitted uses will not unlawfully infringe on the rights of any other person or entity.

To submit this entry, you must indicate your approval and understanding of the license and terms and conditions above.

I ACCEPT and UNDERSTAND

Enter Full Name (Applicant)

By typing your name here, you agree to the permissions outlined above, and this will act as your digital signature.