

PPAI & ASI ADvocate Agreement

Mission

Service Creed

Code of Conduct

Mission

The purpose of the PPAI & ASI ADvocate program is to educate end buyers and students on the value, benefits and applications of promotional products as a preferred marketing and advertising medium. ADvocate will reach audiences through targeted presentations to key organizations and educational institutions.

ADvocate Service Creed

Seek out speaking opportunities: Dozens of buyer prospects exist within our reach every day. Find out what nonprofit, business, professional and philanthropic organizations and education institutions exist in your local community. Offer your expertise as a speaker for their programs.

Prepare for every presentation: Review your presentation in advance of delivery and tailor information and examples to the demographics of each group. Learn as much about each audience as possible.

Honor all speaking commitments: Arrive on time and prepared for all presentations. If you cannot honor a scheduled speaking engagement, offer to find a replacement speaker.

Be a goodwill ambassador for the promotional products industry, PPAI, ASI and your regional association: Always talk positively about your fellow industry colleagues, members and staff.

Code of Conduct

As a PPAI & ASI ADvocate, I pledge the following:

- To support, promote and enhance buyer and student education about promotional products as a preferred advertising medium.
- To enhance the image of the promotional products industry through my professional conduct. I will not use my speaking opportunity for direct promotion of my products, services or self-interests.
- To share my knowledge, expertise, time and skills for the advancement of the promotional products industry.

ADvocate Name _____

ADvocate Signature _____ **Date** _____

Inform.
Educate.
Excite.