

PPAI

PROMOTIONAL
PRODUCTS
WORK.

WHAT THE INDUSTRY WANTS FROM AI

PEOPLE.
IDEAS.
IMPACT.
TOGETHER.



A CROWD-POWERED MANIFESTO

PPAI LEADERS IMAGINED THE
AI TOOLS AND SOLUTIONS
THEY MOST WANT TO USE.

THE PPAI
EXPO

WHERE
BRANDS
MEET
POSSIBILITY

COMMUNITY
+
CREATIVITY
+
AI
=
BETTER
TOGETHER



HOW CAN
I HELP YOU
BRING YOUR
IDEAS TO LIFE?



BRANDS
PEOPLE
PURPOSE

DESIGN
BETTER.
TOGETHER.

SAN DIEGO, 2026



1. The administrative tax disappears.

The email lands. The PO appears in the ERP. Specs extracted, inventory checked, vendor logic applied — no re-keying, no chasing, no copy-paste between five systems. Order entry clerks become exception auditors. The handoff from sales to operations stops costing a day; it costs a heartbeat.



INSTANT.
ACCURATE.
DONE.

HANDOFF
COMPLETE IN
A HEARTBEAT.

ORDER
REQUEST
RECEIVED!

ROUTED.
EXTRACTED.
VALIDATED.

OPERATIONS DASHBOARD
Specs Extracted ✓
Inventory Checked ✓
Vendor Logic Applied ✓
ALL GOOD ♥

EXCEPTIONS ONLY

2. Every doodle is print-ready by lunch.

A napkin sketch, a phone photo, a casual "what if we tried..." — AI cleans the vectors, locks the PMS colors, calculates the stitch count, and places the logo correctly across fourteen garment sizes. The blank page is dead. Speed-to-mockup collapses from days to seconds.



LOCKS COLOR
PMS 2995 C
PMS 1665 C
PMS 7733 C

STITCH COUNT
STITCH COUNT
7,842

ACROSS 14 SIZES
XS → 4XL

MOCKUP READY ✓



VECTOR CLEAN ✓
PMS COLORS LOCKED ✓
STITCH COUNT 7,842
SIZES 14 SIZES
READY TO GO! ♥

PERFECT. ACROSS
EVERY SIZE.
LET'S GO!

WHAT IF WE
TRIED THIS?

SNAP.
SEND.

2 of 5

3. The dusty CRM wakes up.

The lapsed client list isn't dormant — it's a backlog. AI drafts the email, generates a custom-branded virtual sample, and tailors a deck to last year's failed pitch. Cold lists become warm pipelines overnight. The reactivation campaign that used to take a quarter takes an afternoon.



PIPELINE: REACTIVATED ▲ 127%

REACTIVATED LEADS	MEETINGS BOOKED	OPPORTUNITIES
342	86	23
This Month	This Month	This Month

PIPELINE VALUE

Cold lists.
Warm pipelines.

SAN DIEGO HUSTLE.

WE DON'T CHASE LEADS.
WE REACTIVATE RELATIONSHIPS.

4. Tribal knowledge stops walking out the door.

Twenty years of "ask Brenda" gets captured, queryable, and instantly accessible. Every closed deal, every margin won, every supplier shortcut — synthesised into a brain the new hire inherits on day one.

Onboarding becomes inheritance. The retiring veteran leaves behind a system, not a vacuum.



BUILT ON EXPERIENCE.
FUELING THE FUTURE.

VETERAN WISDOM

BETTER TOGETHER.

KNOWLEDGE IS OUR COMPETITIVE ADVANTAGE.

DAY 1 DAY ONE.

Pass it on.

5. WHAT IF YOUR DISTRIBUTOR WALKED INTO THE ROOM ALREADY SPEAKING THE CLIENT'S BRAND?

On the drive over, AI scrapes the prospect's website, pulls their colors, and builds three photorealistic mockups of branded merch already on their team. The rep arrives with the killer questions pre-written. The pitch starts at "wow."

BUILT FOR
COASTAL BANK.
MADE FOR
THEIR TEAM.

PARTNER
TRUST
SOLUTIONS

CUSTOM CONCEPTS



6. WHAT IF YOUR TEAM GAVE UP THE KEYBOARD AND GOT BACK THE CONVERSATION?

The hours bled on PO re-entry, proof checking, status emails — gone. Sales reps spend their days where they signed up to be: in front of clients, listening, problem-solving. The relationship business goes back to being about relationships.

WE GET IT.
WE'VE GOT
IDEAS.
LET'S DO THIS.

RE-ENTER PO...
CHECK PROOF...
STATUS UPDATE...
FOLLOW UP...

GONE.

**RELATIONSHIPS
OVER EVERYTHING.**

SAN DIEGO, 2026

7. WHAT IF CUSTOMER SERVICE STOPPED BEING A QUEUE?

The "where's my order?" email gets answered before anyone reads it — live production-line data flowing straight into a personalised reply. The 200 tickets in the inbox each Monday disappear. Your service team starts the week solving the problems machines can't.



✓ PROACTIVE REPLY SENT

**HAPPIER
PEOPLE.
BETTER
SOLUTIONS.**

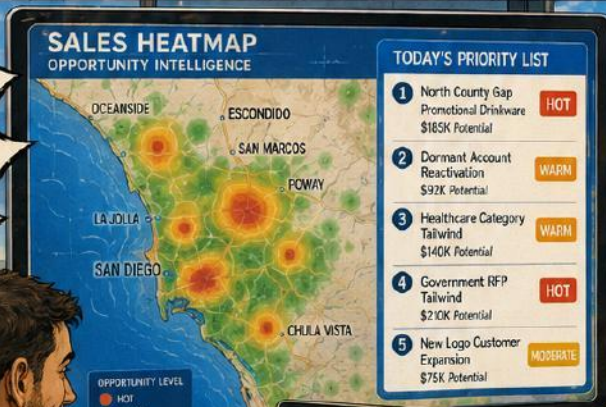
**WE SOLVE WHAT
MACHINES CAN'T.**

TODAY'S FOCUS

- ✓ Complex Returns
- ✓ Rush Solutions
- ✓ Custom Requests
- ✓ Creative Ideas
- ✓ Customer Wins

8. WHAT IF YOUR SALES HEATMAP SAW THE DEAL BEFORE YOUR REP DID?

Geographic gaps, dormant accounts, untapped categories, regulatory tailwinds — surfaced as a prioritised morning list, not a quarterly review. The white space stops being a slide. It becomes Tuesday's call sheet.



NORTH COUNTY GAP
PROMOTIONAL DRINKWARE

- ✓ High Growth Area
- ✓ Low Current Penetration
- ✓ Strong Category Fit
- ✓ Call Next: Today

SCHEDULE

**MORE
HUMAN
MORE
IMPACT.**

TUESDAY'S
CALL SHEET
= GROWTH

**YOUR
BRAND
HERE**

THE FUTURE OF PROMO IS ★ ★
FASTER, SMARTER, AND MORE HUMAN.

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