



# Press Release

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FOR IMMEDIATE RELEASE  
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## **MAPPA Spring EXPO 2012 connects industry professionals creating excitement and new energy**

VIRGINIA (Feb 29, 2012) The Mid-Atlantic Promotional Products Association (MAPPA) hosted on the 2012 Spring EXPO in Newport News, VA on Feb 21st and Roanoke, VA on February 23rd.

The two day event designed to reach two corners of the state was kicked-off by the MAPPA Annual Meeting and Pinnacle Awards Show in Newport News on Feb 20<sup>th</sup>. This annual event is an opportunity to install the 2012 MAPPA Board of Directors as well as acknowledge industry leaders in the region. 70 people attended to celebrate this year. Nominees in 6 categories were acknowledged and winners were selected by a member vote. They are as follows: Distributor of the Year – NewClients, Inc. , Distributor Rep of the Year – Paul Driscoll, Robertson Marketing, Supplier of the Year – HIT Promotional Products , Supplier Rep of the Year – Julie Strob , HIT Promotional Products, Multi-line Rep of the Year – Mark Chipchase of MAC Marketing and Volunteer of the Year, Larry Arntz of Larry Arntz Inc.

The 2 day show brought out a total of 195 distributors (104 in Newport News and 91 in Roanoke). While those numbers are exciting, more notable are the quality conversations that took place on the show floor. In Roanoke, distributor members worked side by side with suppliers to engage the end-buyer by highlighting items that are specific to projects in place. Virginia is a powerful force in the industry producing \$64 million in revenue and is home to 599 promotional product companies. Those who support the region know that Virginia is a place to prosper.

“The MAPPA Spring EXPO has continued to grow over the years especially in the western part of the state. We are very proud to be able to offer this event annually and look forward to what is in store for 2013 ” said Larry Arntz, MAPPA Board President.

The Spring EXPO featured 64 stellar suppliers and mutli-line companies with the presenting sponsors including PPAI, KC Fields and Associates, Norwood BIC Graphic NA, and Vitronic Promotional Group.

The Mid-Atlantic Promotional Products Association (MAPPA) is an organization that through trade shows, social events and education, works to foster the relationships of Suppliers and Distributors to continue to grow the

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Mid-Atlantic Promotional Products Association

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business in these areas. MAPPA also works to include our end-users in this process by offering end-user tradeshows. We want to help you build your business by offering Exclusive Tradeshows, Networking Opportunities, Industry Connections and Professional Development. For more information about MAPPA, call (757) 491-3114 or visit [www.WhyMappa.org](http://www.WhyMappa.org) today.

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