

NEPPA Beat the Winter Blues by Playing Ball!

NEPPA Winter Expo Highlights

Our theme for NEPPA's Winter Expo, held on January 29th in Rocky Hill, Connecticut, was Get in the Game, and suppliers and distributors teamed up for a winning show! Being part of the Power of District 1 regional show week helped us score!

Suppliers reported nice traffic and the opportunity to really engage with distributors. The show floor was sold out with a few suppliers taking up residence in the foyer area! Distributors enjoyed the accessibility of the location, roomy aisles and the chance to really view products on display in each booth.

Fantastic give-aways were provided by Alphabroder, BAG MAKERS, Bel Promo, Branded Treats, Gill Line, Hit Promotional Products, Hub/HPG Brands, Peerless Umbrella, WowLine and apparel from S&S Activewear.

A round table education format gave attendees a chance to learn from each other and their table topic hosts.

NEPPA Board Members shared areas of expertise. Tim Fox of HPG focused on sustainability, Sarah McMahon of MPG Promotions shared prospecting and follow-up strategies, and Lisa Fosdick of Branded Treats shared insight around re-seller and POD platforms. We learned from attendees that the topics of sustainability, tech platforms and sales strategy are part of everyone's playbook for 2024, and we plan to expand on these themes at future shows and events.

The energy in the room was great and all three round tables had thoughtful interaction!

When suppliers and distributors come together to build each other up for success there is no greater feeling of teamwork!

"When teamwork kicks in, nobody can beat you!" Don Shula

Lisa Fosdick, Branded Treats

Rachel Wright, Leaderpromos

Nick McAlley, Hit Promotional Products

Committee Co-chairs