



PPPC

Promotional Product
Professionals of Canada

ANNUAL REPORT 2017

A MESSAGE FROM THE CHAIR

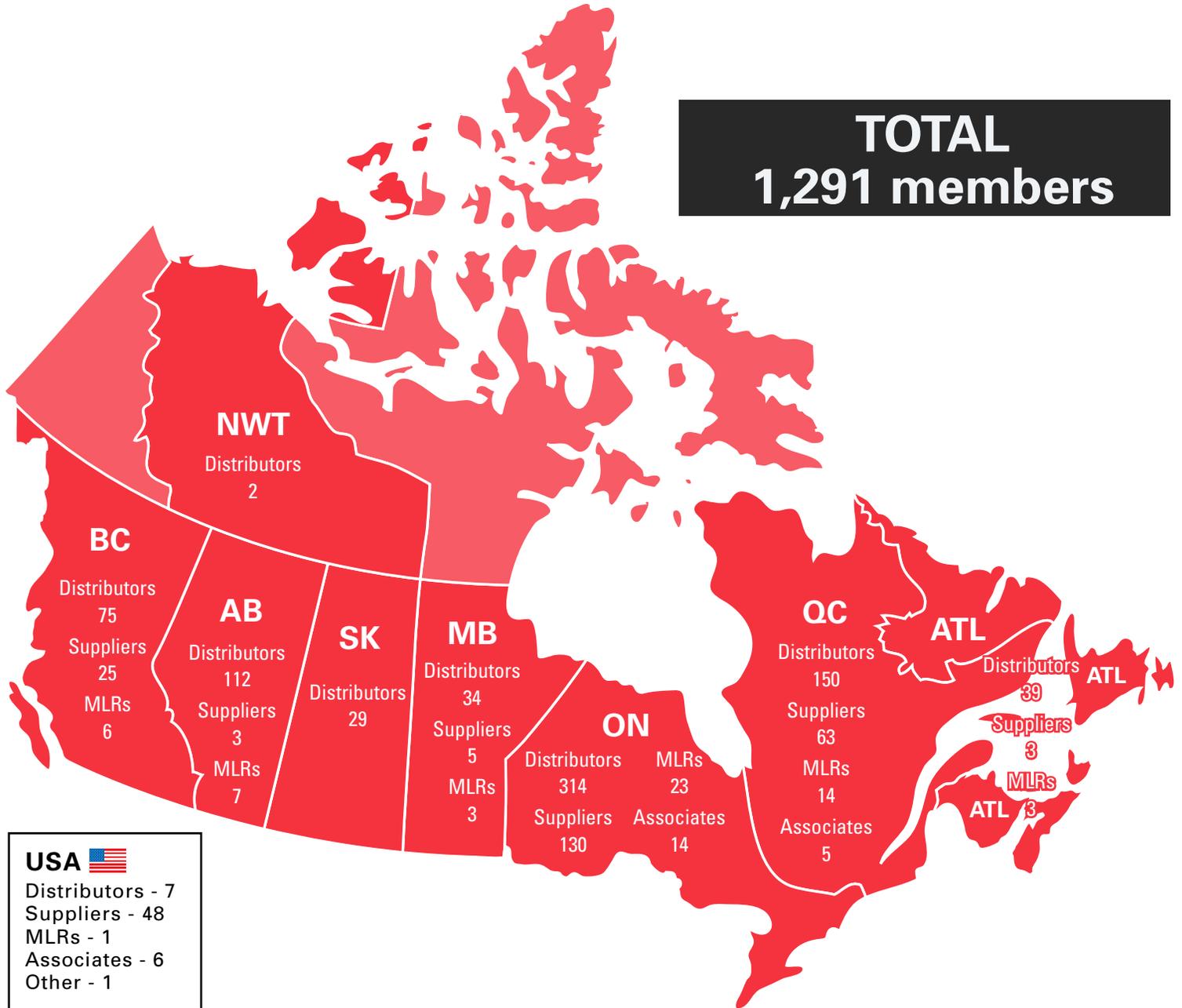
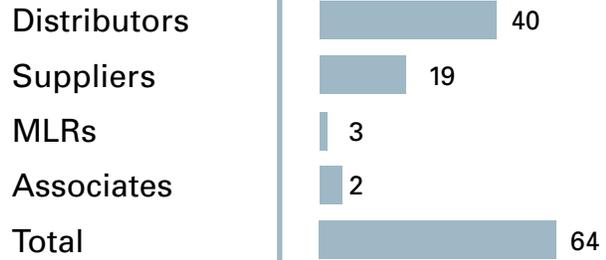
Sincerely,

Ian Walker, Chair of the Board

A handwritten signature in black ink, appearing to read 'Ian Walker', positioned below the printed name.

New Members Welcomed into the Association in 2016

In a study targeting new members, respondents indicated that their top 2 reasons for becoming a member are Promocan (77%) and PPPC trade shows (68%).



Member Relations

- PPPC attended numerous tradeshows across the country in 2017.

Member Retention

- In addition to ongoing communications with the membership, the PPPC referral program continued in 2017, thanking members for membership referrals.

Member Recruitment

- Communications with non-members that have attended PPPC shows and industry table top shows have contributed to membership recruitment.

Looking towards the future.

Promocan continues to be one of the most important PPPC member benefits. With the refinements made in the previous year, 2016 focused primarily on migrating Promocan to a newer technology platform that will be the foundation for continual improvement of the site. This new Promocan will introduce a more robust series of features including a new quoting system along with the ability to further customize the distributor client focused websites. At the end of 2016 Promocan moved to a new platform and while hiccups were expected, PPPC's development team worked on making the transition as seamless as possible.

During this past year, PPPC engaged a Montreal based Web Development Company to provide our members with a bilingual tech support service for all aspects of Promocan. Mediavore Inc. will continue to provide tech support and will be the primary developer for any work on Promocan following the completion of the migration to this latest platform. Mediavore's immediate focus will be to work on enhancements and improvements to the overall user experience on Promocan.

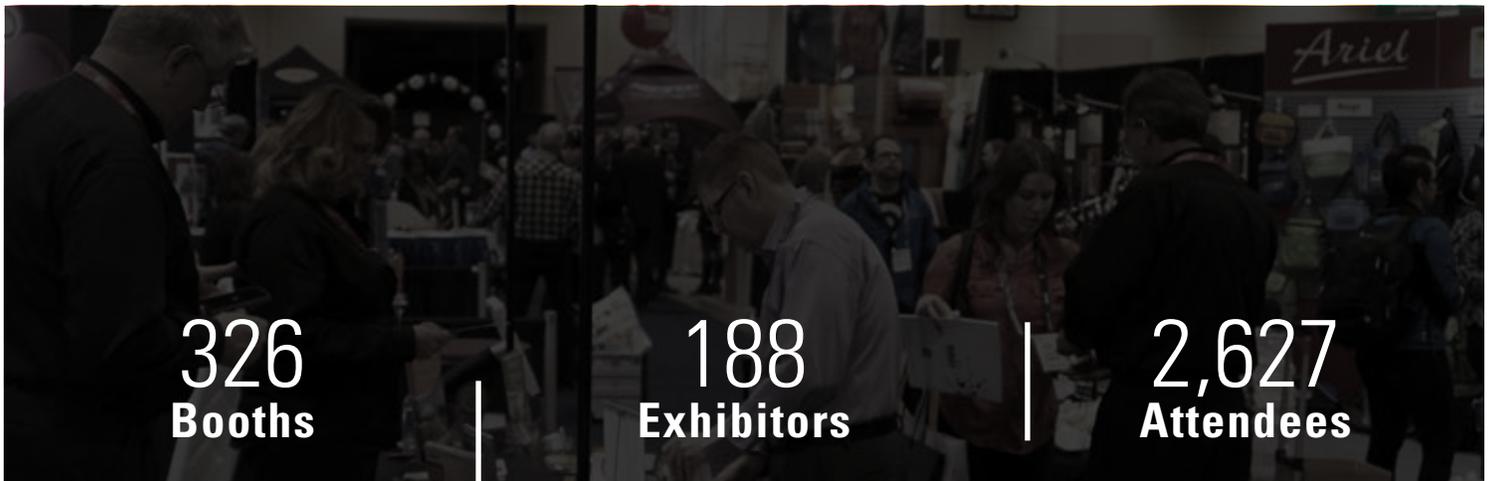
With Promocan moving forward and PPPC controlling all aspects of Promocan, Office Beacon's role within PPPC will focus primarily on providing PPPC and member suppliers with product data updating services to populate the Promocan search engine. They will continue to provide our members with optional services from their list of offerings.

We anticipate 2017 to be a very productive year for Promocan as we continue to look at delivering a state of the art IT solution and platform for PPPC Members.

Bringing Members Together.

2017 National Convention

In 2017 the National Convention moved from downtown Toronto to the International Centre. The Convention took place from February 10th to the 14th. PPPC welcomed 188 exhibitors in 326 booths. 2,627 attendees visited the 3-day Trade Show. Attendees had the opportunity to attend two different networking events, on the Saturday. A subtle cocktail was held at the host hotel, for those who preferred to stay in, while an entertaining axe throwing group activity was arranged at Bad Axe Throwing, Mississauga. Hundreds of attendees gathered on the evening of the third day, to cheer on their peers, at the annual Image Awards ceremony, hosted by Alex Morin of Debco. Best booth awards were presented to Corporate Confections, for best overall booth and Attraction Inc. for most innovative booth.



2017 TOPS+

PPPC travelled across the country to bring distributors and their clients a unique trade show experience like no other. Nearly 1,500 distributors and their clients attended the travelling tour. The tour began on September 6th in Vancouver, Toronto on September 14th and Montreal on September 18th. PPPC's TOPS+ Calgary show was held in conjunction with the Imprint Canada, Calgary show, which took place on September 8th and 9th. Thousands of product ideas were presented, numerous handshakes were made, and hundreds of business deals were closed, resulting in an all-around positive trade show experience for both exhibitors and attendees.





PPPC WEEKLY

PPPC Publications continued to be the leading source that members turned to for up-to-date association information and industry news, in 2017.

The PPC Idea Book, the premiere catalog of the promotional product industry, continued to gain interest in 2017. The Membership Directory sent to all members via the annual PromoXpress mailing. In a recent survey conducted by the association, 95% of distributors indicated that they use their directory on a regular basis.

The PPC Weekly Newsletter remained solid with a 40.5% open rate, well above the industry average of 20.9%. Members look to the Weekly for the latest industry news and information pertaining to the association. The Echo, an electronic communication targeting non-members, was sent out quarterly to encourage participation at PPC events and promote the various membership benefits offered by the association. This communication resulted in a number of membership leads.

Keeping You Connected.

And the Winner is...



Image Awards

The annual Image Award Ceremony welcomed over 550 of the industries finest, to cheer on their peers and recognize the outstanding achievements of our members. Alex Morin, our emcee for the evening was joined by 2 past PPPC Scholarship recipients, who helped distribute 93 trophies to deserving PPPC members. The National Distributor of the Year Award was bestowed upon Genumark, while Debco took home the Gold Supplier of the Year Award.



Hall of Fame

Carol De Ville, MAS, of The Branding Company, was recognized for all that she has contributed to the industry and association and was inducted into the PPPC Hall of Fame. Carol was joined by her closest family, friends and colleagues, to celebrate this extraordinary achievement.



Humanitarian Award

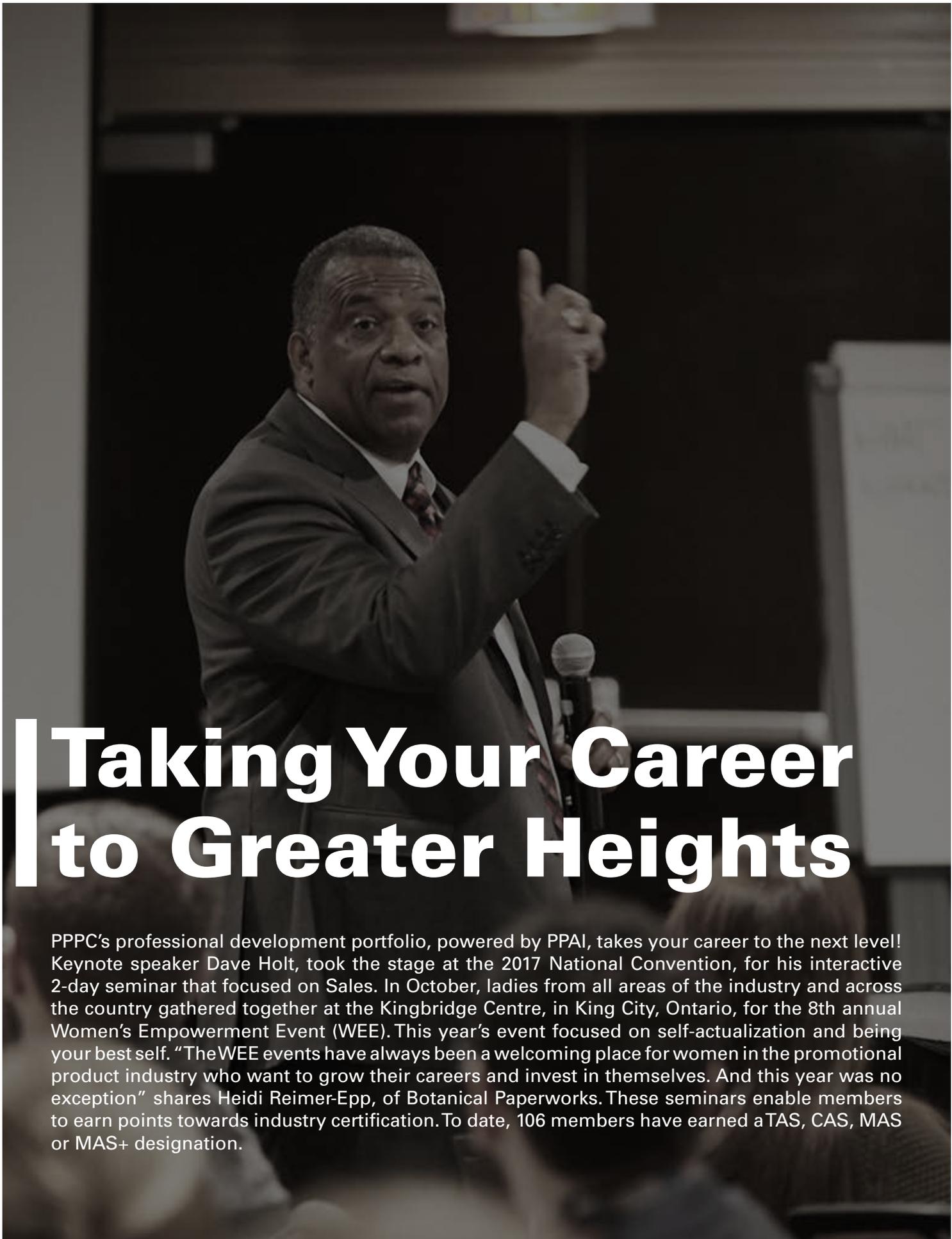
Ken Dumond, CAS of Genumark Strategic Merchandising, was honoured with the PPPC Humanitarian Award. Ken's personal story of survival and his subsequent zest for life is so inspiring. This coupled with his enthusiasm for volunteering, coaching and commitment to a number of different charitable organizations throughout the years; all make him an exceptional recipient for this award.



Momentum Award

(Back row - left to right: Alain Gailloux, Agence Alain Gailloux, Jen Carver, Leed's, Joshua Shaw, Debco, Nathan Daurie, Magnus Pen, Stephanie Bouchez, Bic Graphics, Suzanne Goobie, Innovatex Solutions Inc., Front row: Tani Pereira, The Branding Company)

7 passionate and dynamic individuals were presented with the PPPC Momentum Award, recognizing those who demonstrate the initiative and skill required to propel our industry forward. The recipients were all presented with a beautiful Bulova watch and a plaque from iSM Line. Both Bulova and iSM Line were on stage to present these gifts to the recipients.



Taking Your Career to Greater Heights

PPPC's professional development portfolio, powered by PPAI, takes your career to the next level! Keynote speaker Dave Holt, took the stage at the 2017 National Convention, for his interactive 2-day seminar that focused on Sales. In October, ladies from all areas of the industry and across the country gathered together at the Kingbridge Centre, in King City, Ontario, for the 8th annual Women's Empowerment Event (WEE). This year's event focused on self-actualization and being your best self. "The WEE events have always been a welcoming place for women in the promotional product industry who want to grow their careers and invest in themselves. And this year was no exception" shares Heidi Reimer-Epp, of Botanical Paperworks. These seminars enable members to earn points towards industry certification. To date, 106 members have earned a TAS, CAS, MAS or MAS+ designation.

Giving Back to the Membership.



9
Scholarships
\$13,500



1,959,090
PPPC Reward Points
Redeemed



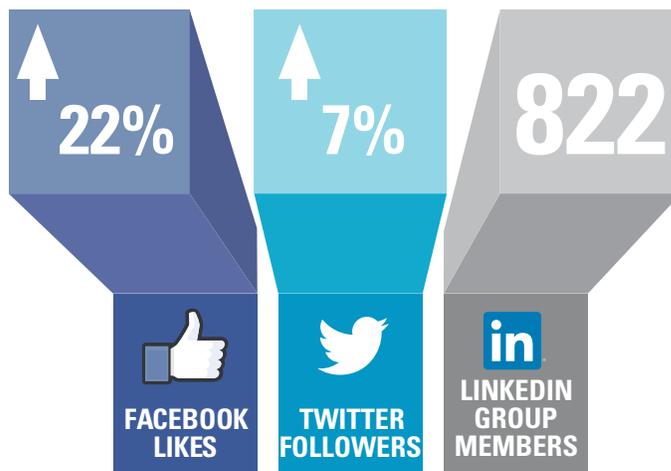
\$3,060
worth of Gift Cards
& other prizes



2 Free PPC memberships
for 2016 AGM participation
2 x \$250
account credits for early
membership renewal

TOTAL - \$62,420.94

Join the Conversation.



Management Report

Promotional Product Professionals of Canada (PPPC) is fully accountable for the integrity and objectivity of the financial information contained in the Annual Report. The accompanying financial statements have been prepared on an accrual basis of accounting as required by generally accepted accounting principles, applying informed judgements and estimates where acceptable.

PPPC maintains a system of internal accounting controls providing reasonable assurance the assets are safeguarded and transactions are executed in accordance with managements authorization and recorded properly to permit the preparation of financial statements in accordance with generally accepted accounting principles.

The Finance committee of the Board of Directors is responsible for recommending to the Board of Directors the independent accounting firm to be retained for 2017 and approved by the membership. The President & CEO meets annually with the independent auditors to review accounting, auditing, internal accounting controls and financial reporting matters. All Board members have free access to communicate with the auditors.

Hardy, Normand & Associés has done a Review Audit of PPPC's financial statements and issued an unqualified opinion. Management has made available to Hardy, Normand & Associés all the Association financial records and related data, as well as the minutes from the Board of Directors meetings.



Ed Ahad,
President & CEO
Promotional Product Professionals of Canada
Montreal, Quebec
January 2018

2017 PPPC National Board Of Directors



Back row: Kenneth Ho, Max Baer, Alain Gravel-Immediate Past Chair, Steven Polish, MAS, Heidi Reimer-Epp, Laura Hansen.

Front row: Roxanne Conley, MAS, Sandra Harssar, Iain Walker-Chair of Board, Ralph Dei Tigli, Alex Jovetic-Chair Elect

STATEMENT OF ACTIVITIES

	Notes	2017	2016
Revenue			
Membership		\$949,289	\$984,782
National convention		\$618,013	\$744,934
TOPS		\$326,318	\$350,782
Idea book		\$70,010	\$98,260
Information technology		\$4,205	\$61,460
Education		\$29,663	\$24,170
Membership directory		\$10,335	\$19,690
Image news		\$27,699	\$26,120
Interest		\$6,272	\$7,711
Other Income		\$238	\$34,374
Change in unrealized fair value of investments		\$ 40,688	\$1,252
		\$ 2,082,730	\$2,353,535
Expenses			
Membership		\$72,563	\$59,538
National convention		\$424,782	\$604,153
TOPS		\$225,059	\$273,786
Idea book		\$31,193	\$42,489
Information technology - Product sourcing		\$46,296	\$156,395
Information technology - Transition costs		\$73,865	\$17,613
Information technology - Information and training		\$56,199	\$13,409
Education		\$53,651	\$57,435
Membership directory		\$13,537	\$15,152
Image news		\$11,680	\$6,153
Rewards program		\$13,036	-
		\$1,021,861	\$1,246,123
		\$1,060,869	\$1,107,412
Other expenses (Schedule)			
Operating expenses (Appendix A)		\$(578,928)	\$(652,637)
Administrative expenses (Appendix B)		\$(552,544)	\$(470,343)
Excess (Deficiency) of revenue over expenses		\$(70,603)	\$(15,568)

STATEMENT OF FINANCIAL POSITION

Assets			
Current assets			
Cash		\$539,449	\$990,602
Cash Chapters		-	-
Accounts receivable	3	\$323,689	\$470,153
Prepaid expenses		\$79,429	\$104,828
Current portion of investments	4	\$33,395	\$321,313
		\$976,462	\$1,886,896
Investments	4	\$480,831	\$160,476
Capital assets	5	\$11,993	\$16,034
Intangible asset	6	\$183,333	-
		\$1,652,619	\$2,063,406
Liabilities			
Current liabilities			
Accounts payable and accrued liabilities	7	\$129,935	\$102,678
Deferred revenue	8	\$636,448	\$1,003,889
		\$766,383	\$1,106,567
Net Assets			
Invested in capital assets		\$195,326	\$16,034
Unrestricted		\$163,972	\$413,867
Internally restricted	9	\$526,938	\$526,938
		\$886,236	\$956,839
		\$1,652,619	\$2,063,406

Approved by the Board

For the accompanying notes and the detailed financial report, visit www.promocan.com/about-us/annual-reports

www.pppc.ca

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