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POLITICAL PROMOTIONS

Commentary: Follow the Money for Promotional Products Profits

Given the ups and downs of various markets, it pays to be nimble and not put all your eggs into one basket. [Click Here for more.](#)

Promotional Products Pack Political Punch

Sales of promotional products for political campaigns have remained steady over the years. It's the ease with which customers have ordered them that has changed. [Click Here for more.](#)

Market Data: Political Promotions

Discover the latest trends and statistics in the political promotions industry. [Click Here for more.](#)



PROMOTIONAL SOLUTIONS

Avoid the "What If?" Approach

When you meet with potential clients, make sure you ask the right questions to refute rebuttals in advance, understand their needs and prove your expertise. [Click Here for more.](#)

Decoration Direction: Trends to Watch

A number of embellishment trends for T-shirts, fleece, jackets and accessories have emerged this year that should be on the watch list of every apparel decorator and promotional products consultant. [Click Here for more.](#)



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PRODUCT SPOTLIGHT: Performancewear

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ONLINE SPECIALS

[Promotional Products Rock On](#)

"Get Your Business Rocking!", a new pre-show event slated for the first Promotional Apparel Expo, promises that attendees will walk away with money-making ideas to immediately benefit your business. [Click here](#) for more.

[PAE Keynote Shows the Way to Achieving Innovation](#)

The Sport of Fashion

Technical wear outperforms all other apparel subsets by offering flattering fits, function and flair. [Click Here for more.](#)



----- get BETTER brain food

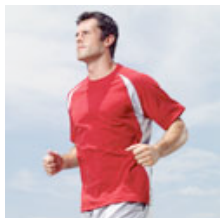
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Innovation is a key driver of business today, and every company wants to be perceived as an innovator. But how many companies actually achieve break-through results, much less understand the thinking processes that lead not just to new ideas but to truly different ideas? [Click here](#) to find out how.

[Promotional Apparel Expo](#)

Are you signed up for PAE 2007 yet? See more than 100 exhibitors including names like Alstyle Apparel and Capital Mercury. [Click here](#) to register today...

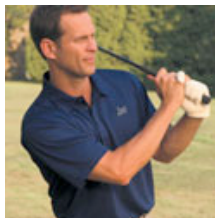
PRODUCT ROUNDUP: Performancewear



Alo's color-blocked T-shirt features CoolFit moisture-wicking and antimicrobial capabilities, along with cover stitching along the armhole seams. [Click here](#) for more.



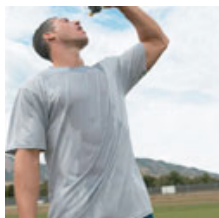
WICKid's 100% microfiber polyester T-shirt boasts tempraDry performance properties and a sun protection factor of UPF 50. [Click here](#) for more.



Vantage Apparel's Vansport Textured Tech Polo features moisture-management and antimicrobial properties. [Click here](#) for more.



Gotkeys' track skirt is constructed from a moisture-wicking performance fabric and features a concealed brief underneath. [Click here](#) for more.



Augusta Sportswear's moisture-wicking T-shirt is made from 100% polyester knit and features a heat-sealed label and self-fabric collar. [Click here](#) for more.



This unstructured Headsweats CoolMax Race Hat from **Sportsman Cap Network** features a low profile and terry sweatband underneath its panel. [Click here](#) for more.

Impressions

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Connecting the Decorated Apparel Industry

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