

*Top 5 Emerging Markets **

Distributors ranked industries based on an increase in promotional expenditures for promotional products over the past three years.

Rank	Industry
1.	Education: Schools, Seminars
2.	Health Care: Hospitals, Nursing Homes, Clinics, Pharmacies
3.	Not-for-profit Organizations
4.	Financial: Banks, S&Ls Credit Unions, Stockbrokers
5.	Government: Public Office, Agencies, Political Candidates

* PPAI information based on 2003 study by Louisiana State University and Glenrich Business Studies. For more information, go to: www.ppai.org/MediaInformation/IndustryStatistics/TopBuyers.