



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers Becomes a Member of POPAI

Point of Purchase Advertising International (POPAI) announces its March 2015 show

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The Gilman Brothers Company, Gilman CT is proud to announce its new membership and affiliation with Point of Purchase Advertising International (POPAI). Established in 1936, POPAI is the global association for the research and promotion of the in-store marketing industry conducting continuous research programs and has more than 1,400 International companies includes leading creators, manufacturers, buyers and users.

Along with advertising agencies, retailers, education and research professionals, P-O-P producers, and marketers Gilman Brothers will now be included in promoting, protecting, and advancing the in-store marketing industry first hand. Their new membership also allows Gilman Brothers additional networking opportunities, expanding global relationships, Buyer's Guide listing, and an opportunity for a member profile on popai.com.

Gilman Bothers will also be exhibiting at **GlobalShop**, the industry's premier tradeshow at booth #4916 on March 24 - 26, 2015, Mandalay Bay Convention Center, Las Vegas NV. GlobalShop is the world's largest annual event for retail design and shopper marketing. It's the only show in the world where you can find the largest, most comprehensive array of store fixture companies, manufacturers and suppliers allowing more in-store solutions than any live event in the nation. "Presenting our business plans and patent pending new materials directly to the end-user not only expedites the specification to close process but also provides immediate critical to quality data points regarding next trends and needs for industry. The entire supply chain will benefit from this approach as we continue to aggressively look at ways to profitably grow exponentially. POPAI has long been on our radar and now the trigger is pulled to be long-term partners with this exciting organization", says Bill VanHorn, Director of Sales.

For additional information on Gilman Brothers products call 800-852-4220 USA; www.gilmanbrothers.com.



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL