



FOR IMMEDIATE RELEASE

TOM Show Announces New Regional Partner for 2026

August, 2025 - The TOM Show is excited to announce a new addition to its regional collaboration for 2026! The Three Rivers Advertising Specialty Association (TRASA) will join as a presenting partner for the January event, alongside long-standing hosts MIPPA (Michigan Promotional Professionals Association) and OPPA (Ohio Promotional Professionals Association).

Taking place the week of January 19th, 2026, the TOM Show will continue to be a cornerstone event for promotional products professionals across the Midwest. While TSPPA (Tri-State Promotional Professionals Association) will not be participating this year, we appreciate their past contributions and wish them continued success.

“We're thrilled to welcome TRASA into the TOM Show partnership,” said Sydney Dych and LaDonna Belcher, Executive Directors of MIPPA and OPPA. “Their involvement brings fresh energy and expanded regional representation to the event. We’re looking forward to another exciting TOM Show experience!”

The 2026 TOM Show will kick off in New Castle, Pennsylvania on January 20th, followed by stops in Columbus and Cleveland on January 21st and 22nd, and will conclude in Detroit on January 23rd.

Registration opens in late September, so keep an eye on your inbox for details! For questions regarding the TOM Show, please contact one of the three regionals.

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