
**LITTLE BLACK BOOK
OF THE PROMOTIONAL
PRODUCTS INDUSTRY**

2016-2017

WWW.PPAILAW.ORG

LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

PPAI mission is to be the trusted leader delivering essential knowledge, resources and community to ensure the success of our members and the industry.

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LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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Introduction

The Little Black Book of Legislative Success offers you:

- Statistics you can use when advocating on behalf of the industry
- Guides to contacting political officials during different legislative seasons
- Strategies to employ when addressing political officials
- Directions to other online advocacy resources

If you have any questions regarding the information presented in this resource, need help establishing a legislative committee, or lack the resources to advocate for the industry at the state or federal level, please don't hesitate to contact PPAI's Public Affairs Department.


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LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

FEDERAL

U.S. House of Representatives: www.house.gov

U.S. Senate: www.senate.gov

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 20.8 Billion

Manufacturer (Supplier) Sales Revenue: \$ 15.03 Billion

Total Promotional Products Companies: 37,661

Industry Jobs: 510,032

Percent of Companies that are Small Businesses: 98%

ARIZONA

Legislature: www.azleg.gov

Meets: Annual - January to mid-April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 746.9 Million

Manufacturer (Supplier) Sales Revenue: \$ 653.2 Million

Total Promotional Products Companies: 980

Industry Jobs: 4,301

Percent of Companies that are Small Businesses: 98%

ALABAMA

Legislature: www.legislature.state.al.us

Meets: Annual - February to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 181.8 Million

Manufacturer (Supplier) Sales Revenue: \$ 33.5 Million

Total Promotional Products Companies: 398

Industry Jobs: 2,665

Percent of Companies that are Small Businesses: 98%

ARKANSAS

Legislature: www.arkleg.state.ar.us

Meets: Every other year (Odd) - January to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 60.1 Million

Manufacturer (Supplier) Sales Revenue: \$ 34.5 Million

Total Promotional Products Companies: 242

Industry Jobs: 1,466

Percent of Companies that are Small Businesses: 98%

ALASKA

Legislature: <http://w3.legis.state.ak.us>

Meets: Annual - January to April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 50.4 Million

Manufacturer (Supplier) Sales Revenue: \$ 50 Thousand

Total Promotional Products Companies: 57

Industry Jobs: 210

Percent of Companies that are Small Businesses: 100%

CALIFORNIA

Legislature: www.leginfo.ca.gov

Meets: Annual - December 2016 to September 2017*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 2.2 Billion

Manufacturer (Supplier) Sales Revenue: \$ 1.4 Billion

Total Promotional Products Companies: 5,330

Industry Jobs: 60,682

Percent of Companies that are Small Businesses: 97%

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COLORADO

Legislature: www.leg.colorado.gov/

Meets: Annual - January to early May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 208.2 Million
Manufacturer (Supplier) Sales Revenue: \$ 47.9 Million
Total Promotional Products Companies: 851
Industry Jobs: 6,580
Percent of Companies that are Small Businesses: 98%

DISTRICT OF COLUMBIA

Legislature: <http://dccouncil.us/>

Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 3.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 1.1 Million
Total Promotional Products Companies: 33
Industry Jobs: 107
Percent of Companies that are Small Businesses: 97%

CONNECTICUT

Legislature: www.cga.ct.gov

Meets: Annual - Odd: Jan to June; Even: Feb to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 251.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 502.5 Million
Total Promotional Products Companies: 404
Industry Jobs: 3,258
Percent of Companies that are Small Businesses: 96%

FLORIDA

Legislature: www.leg.state.fl.us

Meets: Annual - March to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 409.9 Million
Manufacturer (Supplier) Sales Revenue: \$ 1.22 Billion
Total Promotional Products Companies: 2,512
Industry Jobs: 20,920
Percent of Companies that are Small Businesses: 98%

DELAWARE

Legislature: www.legis.delaware.gov

Meets: Annual - January to June 30*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 16.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 5.75 Million
Total Promotional Products Companies: 145
Industry Jobs: 676
Percent of Companies that are Small Businesses: 99%

GEORGIA

Legislature: www.legis.state.ga.us

Meets: Annual - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 945.4 Million
Manufacturer (Supplier) Sales Revenue: \$ 100.7 Million
Total Promotional Products Companies: 1,215
Industry Jobs: 11,060
Percent of Companies that are Small Businesses: 97%

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HAWAII

Legislature: www.capitol.hawaii.gov

Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 4.6 Million
Manufacturer (Supplier) Sales Revenue: \$ 100 Thousand
Total Promotional Products Companies: 107
Industry Jobs: 248
Percent of Companies that are Small Businesses: 99%

IDAHO

Legislature: www.legislature.idaho.gov

Meets: Annual - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 4.74 Million
Manufacturer (Supplier) Sales Revenue: \$ 3.55 Million
Total Promotional Products Companies: 164
Industry Jobs: 983
Percent of Companies that are Small Businesses: 99%

ILLINOIS

Legislature: www.ilga.gov

Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 1.45 Billion
Manufacturer (Supplier) Sales Revenue: \$ 1.04 Billion
Total Promotional Products Companies: 1,521
Industry Jobs: 36,500
Percent of Companies that are Small Businesses: 96%

INDIANA

Legislature: www.ai.org/legislative

Meets: Annual - Odd: Jan to Apr; Even: Nov to Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 379.3 Million
Manufacturer (Supplier) Sales Revenue: \$ 133.5 Million
Total Promotional Products Companies: 740
Industry Jobs: 5,807
Percent of Companies that are Small Businesses: 97%

IOWA

Legislature: www.legis.state.ia.us

Meets: Annual - January to June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 169.7 Million
Manufacturer (Supplier) Sales Revenue: \$ 38.5 Million
Total Promotional Products Companies: 372
Industry Jobs: 5,590
Percent of Companies that are Small Businesses: 97%

KANSAS

Legislature: www.kslegislature.org

Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 1.13 Billion
Manufacturer (Supplier) Sales Revenue: \$ 155.1 Million
Total Promotional Products Companies: 453
Industry Jobs: 6,497
Percent of Companies that are Small Businesses: 96%

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KENTUCKY

Legislature: www.lrc.ky.gov

Meets: Annual - January to March*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 101 Million

Manufacturer (Supplier) Sales Revenue: \$ 273.1 Million

Total Promotional Products Companies: 392

Industry Jobs: 37,094

Percent of Companies that are Small Businesses: 97%

MARYLAND

Legislature: www.mlis.state.md.us

Meets: Annual - January to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 504.5 Million

Manufacturer (Supplier) Sales Revenue: \$ 29.5 Million

Total Promotional Products Companies: 635

Industry Jobs: 4,261

Percent of Companies that are Small Businesses: 97%

LOUISIANA

Legislature: www.legis.state.la.us

Meets: Annual - Even: Mar to Jun; Odd: Apr to Jun*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 66.6 Million

Manufacturer (Supplier) Sales Revenue: \$ 24.9 Million

Total Promotional Products Companies: 463

Industry Jobs: 1,735

Percent of Companies that are Small Businesses: 99%

MASSACHUSETTS

Legislature: www.mass.gov

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 416.1 Million

Manufacturer (Supplier) Sales Revenue: \$ 233.1 Million

Total Promotional Products Companies: 599

Industry Jobs: 7,836

Percent of Companies that are Small Businesses: 97%

MAINE

Legislature: <http://janus.state.me.us/legis/>

Meets: Annual - Odd: Dec to June; Even: Jan to Apr*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 336.1 Million

Manufacturer (Supplier) Sales Revenue: \$ 18.3 Million

Total Promotional Products Companies: 113

Industry Jobs: 2,600

Percent of Companies that are Small Businesses: 96%

MICHIGAN

Legislature: www.legislature.mi.gov

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 765.1 Million

Manufacturer (Supplier) Sales Revenue: \$ 108.7 Million

Total Promotional Products Companies: 969

Industry Jobs: 7,935

Percent of Companies that are Small Businesses: 97%

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MINNESOTA

Legislature: www.leg.state.mn.us

Meets: Annual - Odd: Jan to May; Even: Feb to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 926.1 Million

Manufacturer (Supplier) Sales Revenue: \$ 374.4 Million

Total Promotional Products Companies: 880

Industry Jobs: 22,210

Percent of Companies that are Small Businesses: 95%

MONTANA

Legislature: www.leg.mt.gov/css/default.asp

Meets: Every other year (Odd) - January to late-April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 2.56 Million

Manufacturer (Supplier) Sales Revenue: \$ 7.1 Million

Total Promotional Products Companies: 109

Industry Jobs: 562

Percent of Companies that are Small Businesses: 99%

MISSISSIPPI

Legislature: <http://billstatus.ls.state.ms.us/>

Meets: Annual - January to early April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 49.04 Million

Manufacturer (Supplier) Sales Revenue: \$ 4.17 Million

Total Promotional Products Companies: 182

Industry Jobs: 646

Percent of Companies that are Small Businesses: 98%

NEBRASKA

Legislature: www.nebraskalegislature.gov

Meets: Annual - Odd: Jan to May; Even: Jan to Apr*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 79.36 Million

Manufacturer (Supplier) Sales Revenue: \$ 14.9 Million

Total Promotional Products Companies: 191

Industry Jobs: 3,512

Percent of Companies that are Small Businesses: 97%

MISSOURI

Legislature: www.mo.gov

Meets: Annual - January to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 644.4 Million

Manufacturer (Supplier) Sales Revenue: \$ 311.6 Million

Total Promotional Products Companies: 814

Industry Jobs: 24,842

Percent of Companies that are Small Businesses: 97%

NEVADA

Legislature: www.leg.state.nv.us

Meets: Every other year (Odd) - February to June*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 232.6 Million

Manufacturer (Supplier) Sales Revenue: \$ 48.6 Million

Total Promotional Products Companies: 522

Industry Jobs: 4,758

Percent of Companies that are Small Businesses: 97%

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NEW HAMPSHIRE

Legislature: www.gencourt.state.nh.us

Meets: Annual - January to June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 7.45 Million
Manufacturer (Supplier) Sales Revenue: \$ 8.13 Million
Total Promotional Products Companies: 158
Industry Jobs: 1,045
Percent of Companies that are Small Businesses: 99%

NEW YORK

Legislature: <http://assembly.state.ny.us/>

Meets: Annual- All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 693.8 Million
Manufacturer (Supplier) Sales Revenue: \$ 600.3 Million
Total Promotional Products Companies: 1,836
Industry Jobs: 21,608
Percent of Companies that are Small Businesses: 96%

NEW JERSEY

Legislature: www.njleg.state.nj.us

Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 967.4 Million
Manufacturer (Supplier) Sales Revenue: \$ 199.1 Million
Total Promotional Products Companies: 1,392
Industry Jobs: 11,506
Percent of Companies that are Small Businesses: 97%

NORTH CAROLINA

Legislature: www.ncga.state.nc.us

Meets: Annual - January to June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 282.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 147.7 Million
Total Promotional Products Companies: 922
Industry Jobs: 6,142
Percent of Companies that are Small Businesses: 97%

NEW MEXICO

Legislature: www.nmlegis.gov/lcs

Meets: Annual - Odd: Jan to Mar; Even: Jan to Feb*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 38.7 Million
Manufacturer (Supplier) Sales Revenue: \$ 2.5 Million
Total Promotional Products Companies: 175
Industry Jobs: 684
Percent of Companies that are Small Businesses: 99%

NORTH DAKOTA

Legislature: www.legis.nd.gov

Meets: Every other year (Odd) - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 24.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 1.97 Million
Total Promotional Products Companies: 78
Industry Jobs: 401
Percent of Companies that are Small Businesses: 99%

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OHIO

Legislature: www.legislature.state.oh.us
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 1.5 Billion
Manufacturer (Supplier) Sales Revenue: \$ 968, Million
Total Promotional Products Companies: 1,348
Industry Jobs: 26,562
Percent of Companies that are Small Businesses: 97%

OKLAHOMA

Legislature: www.oklegislature.gov/
Meets: Annual - February to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 175.6 Million
Manufacturer (Supplier) Sales Revenue: \$ 5.67 Million
Total Promotional Products Companies: 416
Industry Jobs: 2,777
Percent of Companies that are Small Businesses: 99%

OREGON

Legislature: <https://www.oregonlegislature.gov/>
Meets: Every other year (Odd) - February to July*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 73.1 Million
Manufacturer (Supplier) Sales Revenue: \$ 18 Million
Total Promotional Products Companies: 479
Industry Jobs: 3,149
Percent of Companies that are Small Businesses: 99%

PENNSYLVANIA

Legislature: www.legis.state.pa.us
Meets: Annual - January to November*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 251.3 Million
Manufacturer (Supplier) Sales Revenue: \$ 1.99 Billion
Total Promotional Products Companies: 1,326
Industry Jobs: 27,134
Percent of Companies that are Small Businesses: 97%

PUERTO RICO

Legislature: <http://www.oslpr.org/v2/>
Meets: First year to second, third, and fourth year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 5.31 Million
Manufacturer (Supplier) Sales Revenue: \$ 100 Thousand
Total Promotional Products Companies: 208
Industry Jobs: 655
Percent of Companies that are Small Businesses: 100%

RHODE ISLAND

Legislature: www.rilin.state.ri.us
Meets: Annual - January to June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 65.4 Million
Manufacturer (Supplier) Sales Revenue: \$ 59.4 Million
Total Promotional Products Companies: 142
Industry Jobs: 2,491
Percent of Companies that are Small Businesses: 94%

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SOUTH CAROLINA

Legislature: www.scstatehouse.gov
Meets: Annual - January to early June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 141.5 Million
Manufacturer (Supplier) Sales Revenue: \$ 308.3 Million
Total Promotional Products Companies: 417
Industry Jobs: 2,103
Percent of Companies that are Small Businesses: 98%

SOUTH DAKOTA

Legislature: www.sdlegislature.gov/
Meets: Annual - January to March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 7.2 Million
Manufacturer (Supplier) Sales Revenue: \$ 360 Thousand
Total Promotional Products Companies: 89
Industry Jobs: 641
Percent of Companies that are Small Businesses: 100%

TENNESSEE

Legislature: www.tennessee.gov
Meets: Annual - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 328.8 Million
Manufacturer (Supplier) Sales Revenue: \$ 79.7 Million
Total Promotional Products Companies: 755
Industry Jobs: 11,401
Percent of Companies that are Small Businesses: 98%

TEXAS

Legislature: www.capitol.state.tx.us
Meets: Every other year (Odd) - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 889.7 Million
Manufacturer (Supplier) Sales Revenue: \$ 2.4 Billion
Total Promotional Products Companies: 3,684
Industry Jobs: 79,963
Percent of Companies that are Small Businesses: 98%

UTAH

Legislature: www.le.utah.gov/
Meets: Annual - January to early March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 89.8 Million
Manufacturer (Supplier) Sales Revenue: \$ 60.7 Million
Total Promotional Products Companies: 492
Industry Jobs: 4,330
Percent of Companies that are Small Businesses: 99%

VERMONT

Legislature: www.leg.state.vt.us
Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 9.14 Million
Manufacturer (Supplier) Sales Revenue: \$ 12.5 Million
Total Promotional Products Companies: 66
Industry Jobs: 412
Percent of Companies that are Small Businesses: 95%

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VIRGINIA

Legislature: www.viriniageneralassembly.gov/
Meets: Annual - Odd: Jan to Feb; Even: Jan to Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 270.6 Million
Manufacturer (Supplier) Sales Revenue: \$ 69.6 Million
Total Promotional Products Companies: 731
Industry Jobs: 4,337
Percent of Companies that are Small Businesses: 98%

WASHINGTON

Legislature: www.leg.wa.gov
Meets: Annual - Odd: Jan to Apr; Even: Jan to Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 748 Million
Manufacturer (Supplier) Sales Revenue: \$ 641.9 Million
Total Promotional Products Companies: 753
Industry Jobs: 6,372
Percent of Companies that are Small Businesses: 97%

WEST VIRGINIA

Legislature: www.legis.state.wv.us
Meets: Annual - January to March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 2.89 Million
Manufacturer (Supplier) Sales Revenue: \$ 929 Thousand
Total Promotional Products Companies: 83
Industry Jobs: 382
Percent of Companies that are Small Businesses: 99%

WISCONSIN

Legislature: www.legis.wisconsin.gov
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 1.8 Billion
Manufacturer (Supplier) Sales Revenue: \$ 563 Million
Total Promotional Products Companies: 674
Industry Jobs: 9,928
Percent of Companies that are Small Businesses: 96%

WYOMING

Legislature: <http://legisweb.state.wy.us/>
Meets: Annual - Odd: Jan to Mar; Even: Feb to Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 857 Thousand
Manufacturer (Supplier) Sales Revenue: \$ 5.13 Million
Total Promotional Products Companies: 44
Industry Jobs: 468
Percent of Companies that are Small Businesses: 95%

***DISCLAIMERS**

1. **Distributor Sales Revenue:** Breaking down the national estimate into state components increases the potential for error. Therefore, state estimates are not within customary statistical standards of reliability and should be used with caution. Note also that state estimates are not always in proportion to state populations. This is because many large distributors have headquarters in small-population states. Companies may also report for branches located in other states, and therefore these figures do not reflect actual volume done in a state. This is only an estimate.
2. **Manufacturer (Supplier) Sales Revenue:** Statistical information was drawn from the PPAI membership database and UPIC Directory, which rely on self-reported data. Data may not be updated on a regular basis; therefore, this is only an estimate. Distributor sales volume is estimated to equal promotional products revenue in a given state or country. Adding supplier and distributor sales volume together will not equal total promotional products revenue in a state because it would amount to double counting and is strongly discouraged.
3. **Industry companies and jobs:** Information on total number of companies was drawn from the PPAI membership database and UPIC Directory, which rely on self-reported data. Data may not be updated on a regular basis; therefore, this is only an estimate.
4. **Percent of companies that are small businesses:** Small business is defined as reported revenue of less than \$5 million. Data was drawn from the PPAI membership database, which relies on self-reported data.
5. **Legislative web links:** Dates are approximate. Check website.

How To Be Legislatively Active

1. **Be aware** of your state and federal political process
 - Check your state information often at www.ppailaw.org
 - Know who represents you at the state and federal levels by checking your state legislative website and then go to “Find My Legislator” or “Who Represents Me”
 - Read, respond, and forward PPAI Action Alerts
2. **Influence** the political process by building relationships
 - Know your legislators’ interests and activities.
 - Are they part of any committees that have special jurisdiction over some aspect of the industry?
 - Contact your legislators regarding policy
3. **Stay connected** with your clients, associations, and industry contacts
 - Forward Action Alerts to other members and ask them to respond
 - Share what you learn with industry contacts
 - Be supportive of your association’s Legislative Committee

Contacting Your Legislators

During Session

1. Make personal visits — small or large groups
2. Send personal emails or letters (see examples at www.ppailaw.org)
3. Make phone calls made directly to the offices
4. Send postcards or letters that are part of a letter campaign
5. Hold an event, information session or reception

Off Session (when the legislature is not in session)

1. Off-session time should be focused on creating a relationship with your elected officials and learning about upcoming legislation
 - a. Contact their capitol or district offices to learn about their schedules
 - b. Schedule an in-person meeting, attend one of their events and introduce yourself afterward, or invite the official to a site visit or possibly to speak to your association
 - c. Work with a local supplier to schedule and host a factory tour for a member of Congress
 - d. When you meet them make sure to have: business cards, a promotional item and industry information
 - e. Offer yourself as an industry and small-business information resource
 - f. Offer your promotional products services
 - g. Send a hand-written thank you note and include your business card

What To Say

From: Organization Contact Person
To: Scheduler
Subject: Constituent Request For A Meeting

Body: Good morning,

I am a constituent—a resident of **[city]** for the past **[number]** years. I live and work in **[your state]** at **[company name]**. I would like to set up a meeting with Representative **[last name]** to discuss my business and the promotional products industry. I, and **[number]** of my colleagues, **[list names of advocates]**, would like to meet to discuss a number of issues and challenges our industry is facing. Our collective schedules are quite flexible, and we would welcome any available appointment.

[Include more information about your company including a description of the products manufactured or distributed and the number of employees.] We have several pieces of legislation that we would like to discuss, including the role of independent contractors, the impact of tax rates on small businesses, and most importantly, the uses and value of promotional products.

For your information, there are more than **[number of companies]** promotional products companies in **[your state]**, employing some **[number of employees]** workers and generating more than **[state revenue amount]** in annual revenues.

Thank you for your time and attention to this matter. Please let me know what appointments are available either at **[your phone number]** or **[your e-mail address]**.

Sincerely, **[your name]**
[your contact information]

Glossary

Action Alerts—email alerts that request action

Advocacy—pursuit of influencing an outcome

Constituent—a citizen who is represented in a government by officials for whom he or she votes

Legislation—a proposed or enacted law, or group of laws

Legislative Session—the period that the legislative body meets and actively votes

Legislature—an organized body having the authority to make laws (state level)

PPAILAW.org—PPAI's website for info about federal and state legislation

PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

**GRASSTOPS
LEGISLATIVE
ADVOCACY
PROGRAM**

LEARN HOW TO GET INVOLVED

PPAI LAW

PPAI

Volume 8

The Mark of a Professional®

2016-2017

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