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

PPAI Contacts:

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PPAI Legislative Web link: www.ppailaw.org
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Introduction

The Little Black Book Of The Promotional Products Industry 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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*See disclaimers on page 14
FEDERAL
Legislature: www.house.gov
Senate: www.senate.gov
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 24.7 B
Manufacturer (Supplier) Sales Revenue: $ 14.3 B
Total Promotional Products Companies: 38,029
Industry Jobs: 489,065
Percent of Companies that are Small Businesses: 98%

ALABAMA
Legislature: www.legislature.state.al.us
Meets: Annual - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 110.7 M
Manufacturer (Supplier) Sales Revenue: $ 35.9 M
Total Promotional Products Companies: 448
Industry Jobs: 2,779
Percent of Companies that are Small Businesses: 98%

ALASKA
Legislature: http://w3.legis.state.ak.us
Meets: Annual - February-May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 8.2 M
Manufacturer (Supplier) Sales Revenue: $ 15k
Total Promotional Products Companies: 56
Industry Jobs: 190
Percent of Companies that are Small Businesses: 100%

ARIZONA
Legislature: www.azleg.gov
Meets: Every other year (Odd) - January-May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 238.3 M
Manufacturer (Supplier) Sales Revenue: $ 34.6 M
Total Promotional Products Companies: 939
Industry Jobs: 4,420
Percent of Companies that are Small Businesses: 98%

ARKANSAS
Legislature: www.arkleg.state.ar.us
Meets: Annual - January to mid-April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 19.8 M
Manufacturer (Supplier) Sales Revenue: $ 35.5 M
Total Promotional Products Companies: 261
Industry Jobs: 1,398
Percent of Companies that are Small Businesses: 98%

CALIFORNIA
Legislature: http://leginfo.legislature.ca.gov/
Meets: Annual - January to September*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 2.3 B
Manufacturer (Supplier) Sales Revenue: $ 1.4 B
Total Promotional Products Companies: 5,128
Industry Jobs: 50,918
Percent of Companies that are Small Businesses: 97%

*See disclaimers on page 14
<table>
<thead>
<tr>
<th>State</th>
<th>Legislature</th>
<th>Meets</th>
<th>Promotional Products Industry State Statistics*</th>
<th>Reseller (Distributor) Sales Revenue:</th>
<th>Manufacturer (Supplier) Sales Revenue:</th>
<th>Total Promotional Products Companies:</th>
<th>Industry Jobs:</th>
<th>Percent of Companies that are Small Businesses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLORADO</td>
<td><a href="https://leg.colorado.gov/">https://leg.colorado.gov/</a></td>
<td>Annual - January to early May*</td>
<td></td>
<td>$ 141.5 M</td>
<td>$ 47.5 M</td>
<td>812</td>
<td>3,970</td>
<td>98%</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td><a href="http://www.cga.ct.gov">www.cga.ct.gov</a></td>
<td>Annual - Odd: Jan-June; Even: Feb-May*</td>
<td></td>
<td>$ 257.4 M</td>
<td>$ 538 M</td>
<td>390</td>
<td>3,573</td>
<td>96%</td>
</tr>
<tr>
<td>DELAWARE</td>
<td><a href="http://www.legis.delaware.gov">www.legis.delaware.gov</a></td>
<td>Annual - January to June 30*</td>
<td></td>
<td>$ 4.8 M</td>
<td>$ 831k</td>
<td>130</td>
<td>643</td>
<td>99%</td>
</tr>
<tr>
<td>DISTRICT OF COLUMBIA</td>
<td><a href="http://www.dccouncil.us">www.dccouncil.us</a></td>
<td>Annual - All year*</td>
<td></td>
<td>$ 15.1 M</td>
<td>$ 100k</td>
<td>35</td>
<td>139</td>
<td>97%</td>
</tr>
<tr>
<td>FLORIDA</td>
<td><a href="http://www.leg.state.fl.us">www.leg.state.fl.us</a></td>
<td>Annual - March to May*</td>
<td></td>
<td>$ 1.6 B</td>
<td>$ 2.1 B</td>
<td>2,632</td>
<td>18,775</td>
<td>98%</td>
</tr>
<tr>
<td>GEORGIA</td>
<td><a href="http://www.legis.state.ga.us">www.legis.state.ga.us</a></td>
<td>Annual - January to April*</td>
<td></td>
<td>$ 585.1 M</td>
<td>$ 82 M</td>
<td>1,268</td>
<td>11,671</td>
<td>97%</td>
</tr>
</tbody>
</table>
HAWAII
Legislature: www.capitol.hawaii.gov
Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 3.3 M
Manufacturer (Supplier) Sales Revenue: $ 50k
Total Promotional Products Companies: 108
Industry Jobs: 307
Percent of Companies that are Small Businesses: 99%

INDIANA
Legislature: www.ai.org/legislative
Meets: Annual - Odd: Jan-Apr; Even: Nov-Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 247.4 M
Manufacturer (Supplier) Sales Revenue: $ 136 M
Total Promotional Products Companies: 752
Industry Jobs: 5,745
Percent of Companies that are Small Businesses: 97%

IDAHO
Legislature: www.legislature.idaho.gov
Meets: Annual - January to March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 9 M
Manufacturer (Supplier) Sales Revenue: $ 4.7 M
Total Promotional Products Companies: 162
Industry Jobs: 1,049
Percent of Companies that are Small Businesses: 99%

IOWA
Legislature: www.legis.state.ia.us
Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 197.1 M
Manufacturer (Supplier) Sales Revenue: $ 23 M
Total Promotional Products Companies: 393
Industry Jobs: 3,951
Percent of Companies that are Small Businesses: 97%

ILLINOIS
Legislature: www.ilga.gov
Meets: Annual - January to May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 2.6 B
Manufacturer (Supplier) Sales Revenue: $ 1.3 B
Total Promotional Products Companies: 1,503
Industry Jobs: 19,444
Percent of Companies that are Small Businesses: 96%

KANSAS
Legislature: www.kslegislature.org
Meets: Annual - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 877.5 M
Manufacturer (Supplier) Sales Revenue: $ 177.8 M
Total Promotional Products Companies: 460
Industry Jobs: 6,969
Percent of Companies that are Small Businesses: 96%
<table>
<thead>
<tr>
<th>State</th>
<th>Legislature</th>
<th>Meets:</th>
<th>Promotional Products Industry State Statistics*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky</td>
<td><a href="http://www.lrc.ky.gov">www.lrc.ky.gov</a></td>
<td>Annual - January-mid-April*</td>
<td>Reseller (Distributor) Sales Revenue: $ 115.6 M</td>
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<td></td>
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<td></td>
<td>Manufacturer (Supplier) Sales Revenue: $ 275.5 M</td>
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<td></td>
<td>Total Promotional Products Companies: 403</td>
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<td></td>
<td>Industry Jobs: 37,482</td>
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<td>Percent of Companies that are Small Businesses: 97%</td>
</tr>
<tr>
<td>Louisiana</td>
<td><a href="http://www.legis.state.la.us">www.legis.state.la.us</a></td>
<td>Annual - Even: Mar-Jun; Odd: Apr-Jun*</td>
<td>Reseller (Distributor) Sales Revenue: $ 29.2 M</td>
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<td></td>
<td>Manufacturer (Supplier) Sales Revenue: $ 13.5 M</td>
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<td>Total Promotional Products Companies: 510</td>
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<td>Industry Jobs: 1,986</td>
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<td></td>
<td>Percent of Companies that are Small Businesses: 99%</td>
</tr>
<tr>
<td>Maine</td>
<td><a href="http://legislature.maine.gov/">http://legislature.maine.gov/</a></td>
<td>Annual - All year*</td>
<td>Reseller (Distributor) Sales Revenue: $ 60.3 M</td>
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<td>Manufacturer (Supplier) Sales Revenue: $ 15.9 M</td>
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<td>Total Promotional Products Companies: 105</td>
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<td>Industry Jobs: 2,343</td>
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<td>Percent of Companies that are Small Businesses: 96%</td>
</tr>
<tr>
<td>Maryland</td>
<td><a href="http://www.mlis.state.md.us">www.mlis.state.md.us</a></td>
<td>Annual - January-mid-April*</td>
<td>Reseller (Distributor) Sales Revenue: $ 547.4 M</td>
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<td></td>
<td>Manufacturer (Supplier) Sales Revenue: $ 262.9 M</td>
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<td>Total Promotional Products Companies: 623</td>
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<td>Industry Jobs: 6,256</td>
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<td>Percent of Companies that are Small Businesses: 97%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td><a href="http://www.mass.gov">www.mass.gov</a></td>
<td>Annual - Odd: Dec-June; Even: Jan-April*</td>
<td>Reseller (Distributor) Sales Revenue: $559.4 M</td>
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<td>Manufacturer (Supplier) Sales Revenue: $ 242.9 M</td>
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<td>Total Promotional Products Companies: 623</td>
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<td>Industry Jobs: 7,700</td>
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<td>Percent of Companies that are Small Businesses: 97%</td>
</tr>
<tr>
<td>Michigan</td>
<td><a href="http://www.legislature.mi.gov">www.legislature.mi.gov</a></td>
<td>Annual - All year*</td>
<td>Reseller (Distributor) Sales Revenue: $ 395.6 M</td>
</tr>
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<td></td>
<td>Manufacturer (Supplier) Sales Revenue: $ 112.7 Million</td>
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<td>Total Promotional Products Companies: 1,010</td>
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<td>Industry Jobs: 7,517</td>
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<tr>
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<td>Percent of Companies that are Small Businesses: 97%</td>
</tr>
</tbody>
</table>
MINNESOTA
Legislature: www.leg.state.mn.us
Meets: Annual - Odd: Jan-May; Even: Feb-May *

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 1.6 B
Manufacturer (Supplier) Sales Revenue: $ 324.6 M
Total Promotional Products Companies: 906
Industry Jobs: 21,282
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: $ 21.4 M
Manufacturer (Supplier) Sales Revenue: $ 7.1 M
Total Promotional Products Companies: 120
Industry Jobs: 674
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: $ 16.8 M
Manufacturer (Supplier) Sales Revenue: $ 4 M
Total Promotional Products Companies: 203
Industry Jobs: 647
Percent of Companies that are Small Businesses: 98%

NEBRASKA
Legislature: www.nebraskalegislature.gov
Meets: Annual - Odd: Jan-May; Even: Jan-Apr *

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 42.5 M
Manufacturer (Supplier) Sales Revenue: $ 2.3 M
Total Promotional Products Companies: 212
Industry Jobs: 63,420
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: $ 945.1 M
Manufacturer (Supplier) Sales Revenue: $ 314.2 M
Total Promotional Products Companies: 819
Industry Jobs: 23,562
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: $ 309.6 M
Manufacturer (Supplier) Sales Revenue: $ 38.8 M
Total Promotional Products Companies: 513
Industry Jobs: 4,814
Percent of Companies that are Small Businesses: 97%
NEW HAMPSHIRE
Legislature: www.genCourt.state.nh.us
Meets: Annual - January to July*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 32.5 M
Manufacturer (Supplier) Sales Revenue: $ 10.2 M
Total Promotional Products Companies: 155
Industry Jobs: 1,336
Percent of Companies that are Small Businesses: 99%

NEW JERSEY
Legislature: www.njleg.state.nj.us
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 638.7 M
Manufacturer (Supplier) Sales Revenue: $ 197.1 M
Total Promotional Products Companies: 1,387
Industry Jobs: 12,454
Percent of Companies that are Small Businesses: 97%

NEW MEXICO
Legislature: www.nmlegis.gov/lcs
Meets: Annual - Odd: Jan-Mar; Even: Jan-Feb*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 17.9 M
Manufacturer (Supplier) Sales Revenue: $ 3.8 M
Total Promotional Products Companies: 164
Industry Jobs: 541
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: $ 1.2 B
Manufacturer (Supplier) Sales Revenue: $ 599.6 M
Total Promotional Products Companies: 1,832
Industry Jobs: 24,353
Percent of Companies that are Small Businesses: 96%

NORTH CAROLINA
Legislature: www.ncga.state.nc.us
Meets: Annual - January - June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 453.9 M
Manufacturer (Supplier) Sales Revenue: $ 112.3 M
Total Promotional Products Companies: 961
Industry Jobs: 6,314
Percent of Companies that are Small Businesses: 97%

NORTH DAKOTA
Legislature: www.legis.nd.gov
Meets: Every other year (Odd) - January to April*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 11.7 M
Manufacturer (Supplier) Sales Revenue: $ 2 M
Total Promotional Products Companies: 96
Industry Jobs: 450
Percent of Companies that are Small Businesses: 99%
OHIO
Legislature: www.legislature.state.oh.us
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 2.7 B
Manufacturer (Supplier) Sales Revenue: $ 814.4 M
Total Promotional Products Companies: 1,335
Industry Jobs: 27,116
Percent of Companies that are Small Businesses: 97%

OKLAHOMA
Legislature: www.ls.org
Meets: Annual - February-May*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 152.3 M
Manufacturer (Supplier) Sales Revenue: $ 4.8 M
Total Promotional Products Companies: 457
Industry Jobs: 2,344
Percent of Companies that are Small Businesses: 99%

OREGON
Legislature: www.leg.state.or.us
Meets: Every other year (Odd) - February to late June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 74.8 M
Manufacturer (Supplier) Sales Revenue: $ 16.8 M
Total Promotional Products Companies: 471
Industry Jobs: 2,711
Percent of Companies that are Small Businesses: 99%

PENNYSYLVANIA
Legislature: www.legis.state.pa.us
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 428.4 M
Manufacturer (Supplier) Sales Revenue: $ 2 B
Total Promotional Products Companies: 1,302
Industry Jobs: 25,080
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: $ 7.3 M
Manufacturer (Supplier) Sales Revenue: $ 0
Total Promotional Products Companies: 171
Industry Jobs: 1,305
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: $ 16.6 M
Manufacturer (Supplier) Sales Revenue: $ 44.2 M
Total Promotional Products Companies: 127
Industry Jobs: 1,860
Percent of Companies that are Small Businesses: 94%
SOUTH CAROLINA
Legislature: www.scstatehouse.gov
Meets: Annual - January to early June*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $129.7 M
Manufacturer (Supplier) Sales Revenue: $61.9 M
Total Promotional Products Companies: 437
Industry Jobs: 2,210
Percent of Companies that are Small Businesses: 98%

SOUTH DAKOTA
Legislature: www.legis.state.sd.us
Meets: Annual - January to March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $12 M
Manufacturer (Supplier) Sales Revenue: $295k
Total Promotional Products Companies: 94
Industry Jobs: 513
Percent of Companies that are Small Businesses: 100%

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

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $147.9 M
Manufacturer (Supplier) Sales Revenue: $722 M
Total Promotional Products Companies: 749
Industry Jobs: 11,242
Percent of Companies that are Small Businesses: 98%

UTAH
Legislature: www.le.state.ut.us
Meets: Annual - January to early March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $165.4 M
Manufacturer (Supplier) Sales Revenue: $67.8 M
Total Promotional Products Companies: 507
Industry Jobs: 4,149
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: $32.9 M
Manufacturer (Supplier) Sales Revenue: $13.2 M
Total Promotional Products Companies: 64
Industry Jobs: 391
Percent of Companies that are Small Businesses: 95%

*See disclaimers on page 14
**VIRGINIA**
Meets: Annual - Odd: Jan-Feb; Even: Jan-Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 356.4 M
Manufacturer (Supplier) Sales Revenue: $ 76.2 M
Total Promotional Products Companies: 767
Industry Jobs: 4,261
Percent of Companies that are Small Businesses: 98%

**WASHINGTON**
Legislature: [www.leg.wa.gov](http://www.leg.wa.gov)
Meets: Annual - Odd: Jan-Apr; Even: Jan-Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 1 B
Manufacturer (Supplier) Sales Revenue: $ 922.8 M
Total Promotional Products Companies: 731
Industry Jobs: 5,659
Percent of Companies that are Small Businesses: 97%

**WEST VIRGINIA**
Legislature: [www.legis.state.wv.us](http://www.legis.state.wv.us)
Meets: Annual - January to March*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 29 M
Manufacturer (Supplier) Sales Revenue: $ 589k
Total Promotional Products Companies: 92
Industry Jobs: 328
Percent of Companies that are Small Businesses: 99%

**WISCONSIN**
Legislature: [www.legis.state.wi.us](http://www.legis.state.wi.us)
Meets: Annual - All year*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 2 B
Manufacturer (Supplier) Sales Revenue: $ 552.4 M
Total Promotional Products Companies: 688
Industry Jobs: 8,549
Percent of Companies that are Small Businesses: 96%

**WYOMING**
Legislature: [http://legisweb.state.wy.us/](http://legisweb.state.wy.us/)
Meets: Annual - Odd: Jan-Mar; Even: Feb-Mar*

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: $ 299k
Manufacturer (Supplier) Sales Revenue: $ 100k
Total Promotional Products Companies: 55
Industry Jobs: 401
Percent of Companies that are Small Businesses: 95%

*See disclaimers on page 14
**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
   • Know who represents you at the state and federal levels by checking [www.ppailaw.org](http://www.ppailaw.org) 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](http://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](http://PPAILAW.org)—PPAI’s website for info about federal and state legislation