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

2018-2019

WWW.PPAILAW.ORG



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.

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LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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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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LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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%

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COLORADO

Legislature: <https://leg.colorado.gov/>

Meets: Annual - January to early May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 141.5 M

Manufacturer (Supplier) Sales Revenue: \$ 47.5 M

Total Promotional Products Companies: 812

Industry Jobs: 3,970

Percent of Companies that are Small Businesses: 98%

CONNECTICUT

Legislature: www.cga.ct.gov

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

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 257.4 M

Manufacturer (Supplier) Sales Revenue: \$ 538 M

Total Promotional Products Companies: 390

Industry Jobs: 3,573

Percent of Companies that are Small Businesses: 96%

DELAWARE

Legislature: www.legis.delaware.gov

Meets: Annual - January to June 30*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 4.8 M

Manufacturer (Supplier) Sales Revenue: \$ 831k

Total Promotional Products Companies: 130

Industry Jobs: 643

Percent of Companies that are Small Businesses: 99%

DISTRICT OF COLUMBIA

Legislature: www.dccouncil.us

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 15.1 M

Manufacturer (Supplier) Sales Revenue: \$ 100k

Total Promotional Products Companies: 35

Industry Jobs: 139

Percent of Companies that are Small Businesses: 97%

FLORIDA

Legislature: www.leg.state.fl.us

Meets: Annual - March to May*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 1.6 B

Manufacturer (Supplier) Sales Revenue: \$ 2.1 B

Total Promotional Products Companies: 2,632

Industry Jobs: 18,775

Percent of Companies that are Small Businesses: 98%

GEORGIA

Legislature: www.legis.state.ga.us

Meets: Annual - January to April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 585.1 M

Manufacturer (Supplier) Sales Revenue: \$ 82 M

Total Promotional Products Companies: 1,268

Industry Jobs: 11,671

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

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%

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%

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%

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%

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%

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KENTUCKY

Legislature: www.lrc.ky.gov

Meets: Annual - January-mid-April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 115.6 M

Manufacturer (Supplier) Sales Revenue: \$ 275.5 M

Total Promotional Products Companies: 403

Industry Jobs: 37,482

Percent of Companies that are Small Businesses: 97%

LOUISIANA

Legislature: www.legis.state.la.us

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

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 29.2 M

Manufacturer (Supplier) Sales Revenue: \$ 13.5 M

Total Promotional Products Companies: 510

Industry Jobs: 1,986

Percent of Companies that are Small Businesses: 99%

MAINE

Legislature: <http://legislature.maine.gov/>

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 60.3 M

Manufacturer (Supplier) Sales Revenue: \$ 15.9 M

Total Promotional Products Companies: 105

Industry Jobs: 2,343

Percent of Companies that are Small Businesses: 96%

MARYLAND

Legislature: www.mlis.state.md.us

Meets: Annual - January-mid-April *

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 547.4 M

Manufacturer (Supplier) Sales Revenue: \$ 262.9 M

Total Promotional Products Companies: 623

Industry Jobs: 6,256

Percent of Companies that are Small Businesses: 97%

MASSACHUSETTS

Legislature: www.mass.gov

Meets: Annual - Odd: Dec-June; Even: Jan-April*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$559.4 M

Manufacturer (Supplier) Sales Revenue: \$ 242.9 M

Total Promotional Products Companies: 623

Industry Jobs: 7,700

Percent of Companies that are Small Businesses: 97%

MICHIGAN

Legislature: www.legislature.mi.gov

Meets: Annual - All year*

Promotional Products Industry State Statistics*

Reseller (Distributor) Sales Revenue: \$ 395.6 M

Manufacturer (Supplier) Sales Revenue: \$ 112.7 Million

Total Promotional Products Companies: 1,010

Industry Jobs: 7,517

Percent of Companies that are Small Businesses: 97%

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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%

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%

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%

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%

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%

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%

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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%

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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.lsb.state.ok.us

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%

PENNSYLVANIA

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%

TEXAS

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

Promotional Products Industry State Statistics*
Reseller (Distributor) Sales Revenue: \$ 823.1 M
Manufacturer (Supplier) Sales Revenue: \$ 1.3 B
Total Promotional Products Companies: 3,869
Industry Jobs: 75,948
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%

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VIRGINIA

Legislature: <http://legis.virginia.gov/>

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

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

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

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/>

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%

***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 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



Volume 10

The Mark of a Professional.®

2018-2019

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