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

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**2017-2018**

**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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## TABLE OF CONTENTS

Introduction .....	4
Federal And State Information And Statistics .....	5-13
How To Be Legislatively Active .....	15
Contacting Your Legislators.....	15
What To Say.....	16
Glossary .....	16

## 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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## FEDERAL

U.S. House of Representatives: [www.house.gov](http://www.house.gov)  
U.S. Senate: [www.senate.gov](http://www.senate.gov)  
Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 23.3 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 16.5 Billion  
Total Promotional Products Companies: 40,546  
Industry Jobs: 489,065  
Percent of Companies that are Small Businesses: 98%

## ARIZONA

Legislature: [www.azleg.gov](http://www.azleg.gov)  
Meets: Every other year (Odd) - January-May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 236 Million  
Manufacturer (Supplier) Sales Revenue: \$ 98.7 Million  
Total Promotional Products Companies: 1,022  
Industry Jobs: 4,105  
Percent of Companies that are Small Businesses: 98%

## ALABAMA

Legislature: [www.legislature.state.al.us](http://www.legislature.state.al.us)  
Meets: Annual - January-April \*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 110.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 39.3 Million  
Total Promotional Products Companies: 459  
Industry Jobs: 2,717  
Percent of Companies that are Small Businesses: 100%

## ARKANSAS

Legislature: [www.arkleg.state.ar.us/](http://www.arkleg.state.ar.us/)  
Meets: Annual - January-mid-April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 39.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 34.7 Million  
Total Promotional Products Companies: 279  
Industry Jobs: 1,531  
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 Million  
Manufacturer (Supplier) Sales Revenue: \$ 15 Thousand  
Total Promotional Products Companies: 56  
Industry Jobs: 171  
Percent of Companies that are Small Businesses: 98%

## CALIFORNIA

Legislature: [www.leginfo.ca.gov](http://www.leginfo.ca.gov)  
Meets: Annual - January-September\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 2 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 1.4 Billion  
Total Promotional Products Companies: 5,620  
Industry Jobs: 50,126  
Percent of Companies that are Small Businesses: 97%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## COLORADO

Legislature: [www.leg.state.co.us](http://www.leg.state.co.us)  
Meets: Annual - January-early May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 205 Million  
Manufacturer (Supplier) Sales Revenue: \$ 49.3 Million  
Total Promotional Products Companies: 897  
Industry Jobs: 6,633  
Percent of Companies that are Small Businesses: 98%

## DISTRICT OF COLUMBIA

Legislature: <http://dccouncil.us/>  
Meets: Annual - January-June 30\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 14.3 Million  
Manufacturer (Supplier) Sales Revenue: \$ 1.1 Million  
Total Promotional Products Companies: 36  
Industry Jobs: 110  
Percent of Companies that are Small Businesses: 99%

## CONNECTICUT

Legislature: [www.cga.ct.gov](http://www.cga.ct.gov)  
Meets: Annual - Odd: Jan to June; Even: Feb to May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 262.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 543.8 Million  
Total Promotional Products Companies: 432  
Industry Jobs: 3,514  
Percent of Companies that are Small Businesses: 96%

## FLORIDA

Legislature: [www.leg.state.fl.us](http://www.leg.state.fl.us)  
Meets: Annual - March to May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 1.5 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 2.1 Billion  
Total Promotional Products Companies: 2,785  
Industry Jobs: 20,810  
Percent of Companies that are Small Businesses: 98%

## DELAWARE

Legislature: [www.legis.delaware.gov](http://www.legis.delaware.gov)  
Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 4.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 5.8 Million  
Total Promotional Products Companies: 151  
Industry Jobs: 684  
Percent of Companies that are Small Businesses: 97%

## GEORGIA

Legislature: [www.legis.state.ga.us](http://www.legis.state.ga.us)  
Meets: Annual - January to April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 638.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 93.9 Million  
Total Promotional Products Companies: 1,340  
Industry Jobs: 11,348  
Percent of Companies that are Small Businesses: 97%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## HAWAII

Legislature: [www.capitol.hawaii.gov](http://www.capitol.hawaii.gov)

Meets: Annual - January to May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 2.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 115 Thousand  
Total Promotional Products Companies: 114  
Industry Jobs: 264  
Percent of Companies that are Small Businesses: 99%

## IDAHO

Legislature: [www.legislature.idaho.gov](http://www.legislature.idaho.gov)

Meets: Annual - January to May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 12.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 3.6 Million  
Total Promotional Products Companies: 180  
Industry Jobs: 997  
Percent of Companies that are Small Businesses: 96%

## ILLINOIS

Legislature: [www.ilga.gov](http://www.ilga.gov)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 2 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 1.3 Billion  
Total Promotional Products Companies: 1,604  
Industry Jobs: 20,653  
Percent of Companies that are Small Businesses: 97%

## INDIANA

Legislature: [www.iga.in.gov](http://www.iga.in.gov)

Meets: Annual - January-May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 290.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 140.8 Million  
Total Promotional Products Companies: 783  
Industry Jobs: 5,823  
Percent of Companies that are Small Businesses: 97%

## IOWA

Legislature: <https://www.legis.iowa.gov/>

Meets: Annual - January-March\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 250.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 26.5 Million  
Total Promotional Products Companies: 407  
Industry Jobs: 5,145  
Percent of Companies that are Small Businesses: 99%

## KANSAS

Legislature: [www.kslegislature.org](http://www.kslegislature.org)

Meets: Annual - January to April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 779.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 188.9 Million  
Total Promotional Products Companies: 500  
Industry Jobs: 6,810  
Percent of Companies that are Small Businesses: 96%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## KENTUCKY

Legislature: [www.lrc.ky.gov](http://www.lrc.ky.gov)

Meets: Annual - January-mid-April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 37.5 Million  
Manufacturer (Supplier) Sales Revenue: \$ 273.7 Million  
Total Promotional Products Companies: 427  
Industry Jobs: 37,133  
Percent of Companies that are Small Businesses: 97%

## LOUISIANA

Legislature: [www.legis.state.la.us](http://www.legis.state.la.us)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 37.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 23.6 Million  
Total Promotional Products Companies: 519  
Industry Jobs: 1,769  
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: \$ 307.2 Million  
Manufacturer (Supplier) Sales Revenue: \$ 18.2 Million  
Total Promotional Products Companies: 118  
Industry Jobs: 2,542  
Percent of Companies that are Small Businesses: 97%

## MARYLAND

Legislature: [www.mlis.state.md.us](http://www.mlis.state.md.us)

Meets: Annual - January-mid-April \*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 692.3 Million  
Manufacturer (Supplier) Sales Revenue: \$ 30.3 Million  
Total Promotional Products Companies: 665  
Industry Jobs: 6,256  
Percent of Companies that are Small Businesses: 97%

## MASSACHUSETTS

Legislature: [www.mass.gov](http://www.mass.gov)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 491.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 251.7 Million  
Total Promotional Products Companies: 632  
Industry Jobs: 7,849  
Percent of Companies that are Small Businesses: 96%

## MICHIGAN

Legislature: [www.legislature.mi.gov](http://www.legislature.mi.gov)

Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 465.8 Million  
Manufacturer (Supplier) Sales Revenue: \$ 114.7 Million  
Total Promotional Products Companies: 1,066  
Industry Jobs: 8,009  
Percent of Companies that are Small Businesses: 97%



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## MINNESOTA

Legislature: [www.leg.state.mn.us](http://www.leg.state.mn.us)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 1.3 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 399.3 Million  
Total Promotional Products Companies: 947  
Industry Jobs: 20,329  
Percent of Companies that are Small Businesses: 95%

## MISSISSIPPI

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

Meets: Annual - January-May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 17.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 4.3 Million  
Total Promotional Products Companies: 221  
Industry Jobs: 648  
Percent of Companies that are Small Businesses: 97%

## MISSOURI

Legislature: <http://www.moga.mo.gov/>

Meets: Annual - January to early April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 737 Million  
Manufacturer (Supplier) Sales Revenue: \$ 317.8 Million  
Total Promotional Products Companies: 879  
Industry Jobs: 24,497  
Percent of Companies that are Small Businesses: 98%

## MONTANA

Legislature: [www.leg.mt.gov/css/default.asp](http://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: \$ 22 Million  
Manufacturer (Supplier) Sales Revenue: \$ 7.1 Million  
Total Promotional Products Companies: 126  
Industry Jobs: 618  
Percent of Companies that are Small Businesses: 99%

## NEBRASKA

Legislature: [www.nebraskalegislature.gov](http://www.nebraskalegislature.gov)

Meets: Annual - January-July\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 40.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 1.7 Million  
Total Promotional Products Companies: 212  
Industry Jobs: 3,374  
Percent of Companies that are Small Businesses: 99%

## NEVADA

Legislature: [www.leg.state.nv.us](http://www.leg.state.nv.us)

Meets: Annual - January to June\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 319.1 Million  
Manufacturer (Supplier) Sales Revenue: \$ 48.9 Million  
Total Promotional Products Companies: 536  
Industry Jobs: 4,870  
Percent of Companies that are Small Businesses: 97%

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## NEW HAMPSHIRE

Legislature: [www.gencourt.state.nh.us](http://www.gencourt.state.nh.us)

Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 39.2 Million  
Manufacturer (Supplier) Sales Revenue: \$ 12.7 Million  
Total Promotional Products Companies: 171  
Industry Jobs: 1,093  
Percent of Companies that are Small Businesses: 97%

## NEW JERSEY

Legislature: [www.njleg.state.nj.us](http://www.njleg.state.nj.us)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 603.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 202.7 Million  
Total Promotional Products Companies: 1,464  
Industry Jobs: 11,909  
Percent of Companies that are Small Businesses: 99%

## NEW MEXICO

Legislature: [www.nmlegis.gov/lcs](http://www.nmlegis.gov/lcs)

Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 13.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 3.4 Million  
Total Promotional Products Companies: 201  
Industry Jobs: 726  
Percent of Companies that are Small Businesses: 96%

## NEW YORK

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

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 1.15 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 737.5 Million  
Total Promotional Products Companies: 1,953  
Industry Jobs: 21,925  
Percent of Companies that are Small Businesses: 99%

## NORTH CAROLINA

Legislature: [www.ncga.state.nc.us](http://www.ncga.state.nc.us)

Meets: Annual - Odd: Jan-May; Even: Jan-April\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 464.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 135.8 Million  
Total Promotional Products Companies: 1,003  
Industry Jobs: 6,147  
Percent of Companies that are Small Businesses: 97%

## NORTH DAKOTA

Legislature: [www.legis.nd.gov](http://www.legis.nd.gov)

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 25.4 Million  
Manufacturer (Supplier) Sales Revenue: \$ 1.9 Million  
Total Promotional Products Companies: 96  
Industry Jobs: 410  
Percent of Companies that are Small Businesses: 97%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## OHIO

Legislature: [www.legislature.state.oh.us](http://www.legislature.state.oh.us)

Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 3 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 837.5 Million  
Total Promotional Products Companies: 1,457  
Industry Jobs: 30,402  
Percent of Companies that are Small Businesses: 97%

## PENNSYLVANIA

Legislature: [www.legis.state.pa.us](http://www.legis.state.pa.us)

Meets: Annual - All year\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 257.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 2 Billion  
Total Promotional Products Companies: 1,397  
Industry Jobs: 26,529  
Percent of Companies that are Small Businesses: 97%

## OKLAHOMA

Legislature: [www.lsb.state.ok.us](http://www.lsb.state.ok.us)

Meets: Annual - February-May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 155.5 Million  
Manufacturer (Supplier) Sales Revenue: \$ 5.3 Million  
Total Promotional Products Companies: 466  
Industry Jobs: 2,845  
Percent of Companies that are Small Businesses: 99%

## PUERTO RICO

Legislature: <http://www.oslpr.org/v2/>

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 5.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 65 Thousand  
Total Promotional Products Companies: 201  
Industry Jobs: 1,353  
Percent of Companies that are Small Businesses: 100%

## OREGON

Legislature: <https://www.oregonlegislature.gov/>

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 84.5 Million  
Manufacturer (Supplier) Sales Revenue: \$ 17.5 Million  
Total Promotional Products Companies: 525  
Industry Jobs: 2,702  
Percent of Companies that are Small Businesses: 99%

## RHODE ISLAND

Legislature: [www.rilin.state.ri.us](http://www.rilin.state.ri.us)

Meets: Annual - January-June\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 18 Million  
Manufacturer (Supplier) Sales Revenue: \$ 746.9 Million  
Total Promotional Products Companies: 146  
Industry Jobs: 2,423  
Percent of Companies that are Small Businesses: 94%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## **SOUTH CAROLINA**

Legislature: [www.scstatehouse.gov](http://www.scstatehouse.gov)  
Meets: Annual - January to early June\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 134.3 Million  
Manufacturer (Supplier) Sales Revenue: \$ 309.6 Million  
Total Promotional Products Companies: 462  
Industry Jobs: 2,183  
Percent of Companies that are Small Businesses: 98%

## **SOUTH DAKOTA**

Legislature: [www.legis.state.sd.us](http://www.legis.state.sd.us)  
Meets: Annual - January - March\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 18.2 Million  
Manufacturer (Supplier) Sales Revenue: \$ 325 Thousand  
Total Promotional Products Companies: 98  
Industry Jobs: 607  
Percent of Companies that are Small Businesses: 100%

## **TENNESSEE**

Legislature: [www.tennessee.gov](http://www.tennessee.gov)  
Meets: Annual - January-June\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 158.3 Million  
Manufacturer (Supplier) Sales Revenue: \$ 78.7 Million  
Total Promotional Products Companies: 828  
Industry Jobs: 11,385  
Percent of Companies that are Small Businesses: 98%

## **TEXAS**

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 766.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 2 Billion  
Total Promotional Products Companies: 3,959  
Industry Jobs: 80,671  
Percent of Companies that are Small Businesses: 98%

## **UTAH**

Legislature: [www.le.state.ut.us](http://www.le.state.ut.us)  
Meets: Annual - January to early March\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 128.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 70.8 Million  
Total Promotional Products Companies: 532  
Industry Jobs: 4,215  
Percent of Companies that are Small Businesses: 99%

## **VERMONT**

Legislature: [www.leg.state.vt.us](http://www.leg.state.vt.us)  
Meets: Annual - Odd: Jan-Feb; Even: Jan-Mar\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 23.3 Million  
Manufacturer (Supplier) Sales Revenue: \$ 13.6 Million  
Total Promotional Products Companies: 71  
Industry Jobs: 434  
Percent of Companies that are Small Businesses: 98%

# LITTLE BLACK BOOK OF THE PROMOTIONAL PRODUCTS INDUSTRY

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## VIRGINIA

Legislature: <http://viriniageneralassembly.gov/>  
Meets: Annual - January-May\*

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 310.8 Million  
Manufacturer (Supplier) Sales Revenue: \$ 69.3 Million  
Total Promotional Products Companies: 776  
Industry Jobs: 4,516  
Percent of Companies that are Small Businesses: 95%

## WASHINGTON

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 941.9 Million  
Manufacturer (Supplier) Sales Revenue: \$ 910.8 Million  
Total Promotional Products Companies: 821  
Industry Jobs: 6,500  
Percent of Companies that are Small Businesses: 97%

## WEST VIRGINIA

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 37.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 929 Thousand  
Total Promotional Products Companies: 107  
Industry Jobs: 410  
Percent of Companies that are Small Businesses: 96%

## WISCONSIN

Legislature: [www.legis.state.wi.us](http://www.legis.state.wi.us)  
Meets: Annual - January-March

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 1.97 Billion  
Manufacturer (Supplier) Sales Revenue: \$ 561.5 Million  
Total Promotional Products Companies: 739  
Industry Jobs: 9,815  
Percent of Companies that are Small Businesses: 99%

## WYOMING

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

Promotional Products Industry State Statistics\*  
Reseller (Distributor) Sales Revenue: \$ 8.6 Million  
Manufacturer (Supplier) Sales Revenue: \$ 5.1 Million  
Total Promotional Products Companies: 60  
Industry Jobs: 491  
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](http://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](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**—PPAI's website for info about federal and state legislation





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