

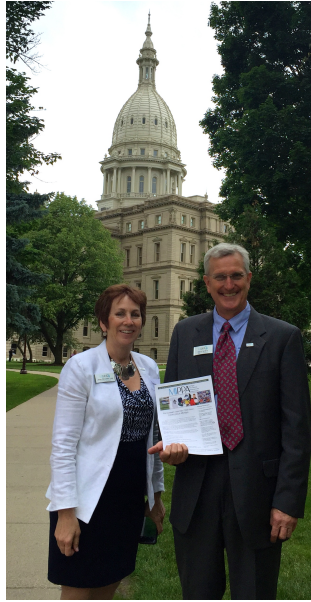


Legislative Education Action Day (LEAD)

March 30 from 8:00 am - 1:00 pm

Mackinac Room in the House of Representatives

Join us for breakfast with your representatives and meetings with their staff.



PPAI Legislative Education Action Day (LEAD) in Washington DC.

April 26-27

A delegation from MiPPA including PPAI Chair Mary Jo Tomasini joins promotional products professionals from around the country to advocate on your behalf with our representatives.

Increasing awareness and appreciation
for our medium.
Advocating for your interests.

Your regional trade association is working hard to protect your interests by an active advocacy program in both Lansing and Washington, D.C. Think of this member benefit as “business insurance”. We want to proactively demonstrate the power and legitimacy of promotional products as a powerful and strategic brand building tool.

Most of your representatives are not aware of the importance of our industry to the state and national economy. We’re keeping an eye on them to make sure they don’t introduce legislation that can harm you and your business.

By making annual personal visits, we’re building relationships so that we can quickly reach them if there are issues that could negatively impact promotional professionals in Michigan.

We encourage our members to join us in Lansing on our LEAD Day on March 30. Meet your representatives in the Capital and tell them your small business stories. During Promotional Products Work! Week in April, you can also help us by participating in our “Virtual Fly-In”. We’ll send you suggested talking points and ask you to email or call your Members of Congress at the same time as we have a delegation walking the halls of Congress.

Our Industry Story

- The Original Medium of Engagement
- Over 7935 direct industry jobs in our state.
- Annual Distributor Sales in Michigan of **\$765 Million**
- Nearly 1000 Promotional Products Companies in our State
- 97% are small businesses, and a large percentage of Woman-Owned
- While many traditional advertising media are in decline, promotional products are the 4th fastest growing and the 6th largest of all measured advertising media.
- Nationally, we are a **\$21 Billion** industry — the largest industry no one has ever heard of — made up of mostly small entrepreneurs.
- Nationally, there are more than 37,000 promotional products companies creating more than a **half a million jobs!**