



Promotional Products: A Powerful, Cost-Effective Communication Tool

Did you know that there are more than 38,000 promotional products companies in the United States, generating over \$24 billion in annual revenues and employing over 533,000 Americans? More than 98 percent of the businesses in the promotional products industry are considered to be small businesses—and they face many challenges unique to this business category.

Promotional products are logoed or imprinted items that educate, recruit, highlight safety awareness, urge organ donations and encourage healthy living and lifestyle choices. Promotional products recognize and reward employee achievements and inspire action. Promotional products are used to celebrate milestones, sign legislation and reinforce critical messages.

Consider the following:

- Promotional products are a communication medium like newspapers ads, TV commercials and word-of-mouth advertising. Viral, mobile, highly targeted and inexpensive promotional products are the only advertising medium capable of engaging all five senses.
- The promotional products industry is a competitive marketplace with thousands of suppliers and distributors competing for the business of purchasers of promotional products.
- Promotional products also have a unique appeal to human behavior and memory. Adding a message to a tangible product turns an ordinary message into a marketing experience the audience can see, touch, hear, smell and even taste.

What do these three facts add up to?

Promotional products are the most cost-effective method to market products and services—particularly for smaller businesses that have fewer advertising dollars at their disposal.

With a robust marketplace and the extraordinary advances in imprinting technologies, promotional products provide tangible value for their cost and an efficient means of conveying a message and producing desired behavior than traditional advertising methods.

Please keep the unique needs, challenges and interests of the promotional products industry in mind when considering legislation that could hamper the success of this dynamic business sector.