



July 5, 2010

The President
The White House
Washington, DC

On behalf of the Promotional Products Association International (PPAI), I urge you to support repeal of a recently enacted law that requires businesses to issue tax information reporting forms, known as Forms 1099, to other businesses for the payments made for goods and services received by the businesses.

PPAI is the promotional products industry's not-for-profit trade association. Promotional products include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. The industry consists of approximately 25,000 distributors and 3,500 suppliers. The distributor develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others. A supplier manufactures, imports, converts, imprints or otherwise produces or processes promotional products offered for sale through distributors and the distributors' sales force known as promotional consultants.

Our industry consists primarily of small businesses, but the nature of our business means that even the smallest of our distributors can deal with a large number of suppliers over the year to complete and fulfill small orders for promotional products. The difficulty in complying with the requirement of the law cannot be overestimated.

We look forward to working with you to eliminate this unreasonable burden. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Slagle", written in a cursive style.

G. Stephen Slagle, CAE
President/CEO

P R O M O T I O N A L P R O D U C T S A S S O C I A T I O N I N T E R N A T I O N A L

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