Your Guide to Selling Brand Name Incentives

 Developed by:

 IMRA
 INCENTIVE MANUFACTURERS & REPRESENTATIVES ALLIANCE

 IMRA Representatives and Manufacturers sell more than products – they sell ideas!
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The Business Case for Selling Incentives

**incentive**
*From Wikipedia, the free encyclopedia*

An *incentive* is any factor (financial or non-financial) that enables or motivates a particular course of action, or counts as a reason for preferring one choice to the alternatives.

**Ability x Motivation = Performance**

“One of the most fundamental equations in all psychology is *Ability x Motivation = Performance.*

Goals direct behavior. When an incentive is included with a specific goal, an individual is further motivated to achieve that goal. Of course, an individual is not motivated to obtain every incentive offered to him or her. The incentive must have a high-perceived value, and when an individual is willing to expend effort to obtain that incentive, they modify their behavior to earn the incentive.

Organizations that utilize incentive programs to help drive their business understand human nature and the importance of offering tangible rewards to motivate employees and customers to achieve predetermined goals. This is why Corporate America spends nearly $46 billion dollars each year on merchandise and travel incentives.

If you are not selling incentives to your customers, you are missing an opportunity to grow your business and increase your profitability.

The Business Case for Selling Incentives is your guide to information, resources, and tips about selling incentives to your clients. Most importantly, this guide includes a list of IMRA incentive manufacturers representatives. These experts will help you sell and source brand name merchandise for your clients’ incentive and corporate gifting programs.
Selling Incentives = Opportunity

According to the Incentive Federation’s 2007 United States Incentive Merchandise and Travel Marketplace Study, while 51% of companies in the US with revenues over $100 million use tangible incentives, only 34% of US corporations of all sizes use merchandise and travel awards. This means there is tremendous opportunity for you to introduce the power of tangible incentives to your clients.

Corporate America use incentive programs to:
- Increase sales and productivity
- Increase participation in training programs
- Boost employee morale
- Enhance work quality
- Foster teamwork
- Decrease absenteeism
- Attract and retain quality employees
- Engage employees and customers
- Improve work habits
- Ensure safety
- Reward customer, channel partner, and employee loyalty

Seventy-nine percent of organizations that use incentive programs include promotional products in those programs; seventy-four percent of these organizations purchase merchandise incentives directly from promotional products distributors. - Incentive Federation Study

You are well-positioned to sell incentive programs.
- Your clients trust you.
- You know how your clients work and you know the challenges they face.
- You have tools and help available through IMRA!

Here’s how to get started:
- Know your client’s mechanics of distribution;
- Get to know your client’s Sales VPs;
- Introduce yourself to HR;
- Ask about their rewards/recognition initiatives;
- Look at their current programs;
- Call your local Manufacturers Rep – they will share years of incentive marketing experience and expertise with you;
- Read Incentive, Premium Incentive Products, SalesForceXP, Selling Power, and other incentive-focused magazines to see how others do it. (See Industry Resources.)
Questions to ask your Client:

- Who plans and fulfills your sales incentive program?
- How do you recognize your employees?
- How do you encourage customer loyalty?
- Do you offer your dealers/customers incentives to increase their purchases with you?
- Would you invest $50,000 to get $500,000?
- If you attain your goals this year, how do you plan to celebrate them?
- How can I help you attain those goals?

Types of Incentive Awards

Your customer may tell you they use cash as an incentive. However, cash is usually not the most effective award choice. Though its value is concrete, a cash incentive is often used to pay bills or is spent on a variety of non-memorable items. In these cases, there is no “trophy-value” and the memory of “earning” an incentive quickly fades away. And there is a much greater problem. An Incentive Federation study found “three of five respondents agree a cash payment is perceived to be part of an employee’s total compensation” and more than half agree “employees tend to look at bonus payments as something they are due as part of their compensation package.”

Tangible Incentives are more effective than cash because:

- Tangible incentives deliver trophy value;
- Tangible incentives create lasting impressions and memories;
- Tangible incentives can deliver a higher perceived value at a lower price point than the cash equivalent;
- Cash may be considered income;
- Cash has no lasting effect.

The Benefits of Tangible Non- Monetary Incentives

Excerpts from Executive White Paper published by The Incentive Research Foundation

There are four psychological processes that influence participant perceptions of tangible non-monetary incentives, making them perceived to be of more value than cash incentives of equal market value.
Perceived Value of the Award

1) **Evaluability** – *Affective reactions drive perceived value.*
   Because attaching a monetary value to non-cash incentives is difficult, the participant’s affective reaction to the award substitutes for its predicted utility. These perceptions tend to increase value beyond the actual amount.

2) **Separability** – *Non-cash incentives are not confused with compensation.*
   Individuals separate an award from other compensation. Tangible awards are not considered a part of their salary, therefore the award becomes unique and the performance more meaningful.

Value of Earning the Award

3) **Justifiability** – *Earning the incentive eliminates the need to justify its purchase.*
   Hard work becomes an attractive way to acquire something that was not justifiable otherwise. Earning the non-cash incentive carries more value than earning the market value of the incentive in cash.

4) **Social Reinforcement** – *Acknowledgement increases social utility, increasing value.*
   Non-Cash incentives are more socially acceptable to acknowledge, which increases the value through trophy value and keeps a link between the award and the company that provided it prevalent.

When Is Branded Merchandise the Preferred Choice

*Excerpts from IMA’s Principles of Results Based Incentive Program Design written by Bruce Bolger CPIM and Rodger Stotz CPIM (Chapter 3.1)*

Brands, by their very nature, generally have higher perceived value than non-branded products. Non-branded products can make up for that drawback, however, by being almost infinitely customizable to meet some communication or functional need that brands cannot be molded to fit. So even if the goal is motivation, the application may call for a promotional product instead of a brand. Here’s a checklist to help determine which medium makes sense.
Factors Favoring A Branded Solution

- A primary purpose is to motivate people to do something.
- A primary goal is to have awards and recognition with high perceived value.
- An important goal is for people to share the recognition with their family and friends.
- The budget supports paying a higher price for the award.
- There is a feeling that being associated with brands will reinforce the brand of the sponsor company.

Factors Favoring A Promotional Product

- The primary goal is to convey a message.
- A primary goal is to reinforce the brand name and generate awareness.
- A primary goal is to bring a theme to life in a clever way with a target audience.
- A goal is to get someone to an event—having the event name on the gift increases response rates.
- The economics call for a very low cost.

Often times a company chooses to imprint their logo on a branded product. This has the benefit of potentially conveying greater perceived value and associating a lesser-known brand with a better-known one.

Tip: Note that some well-known brands do not allow co-branding without a management approval process.

Industry Resources You Should Know About

Incentive Manufacturers & Representatives Alliance (IMRA) – [www.imraorg.net](http://www.imraorg.net)
Incentive Marketing Association (IMA) – [www.incentivemarketing.org](http://www.incentivemarketing.org)
The Incentive Research Foundation – [www.theirf.org](http://www.theirf.org)
Incentive Magazine – [www.incentivemag.com](http://www.incentivemag.com)
RepLink – incentive industry’s database of more than 700 brand name products – [www.replink.com](http://www.replink.com)
Premium Incentive Products Magazine – [www.pipmag.com](http://www.pipmag.com)
SaleForceXP Magazine – [www.salesforcexp.com](http://www.salesforcexp.com)
Selling Power Magazine – [www.sellingpower.com](http://www.sellingpower.com)
Incentive Marketing Terms You Should Know

(For a complete listing of incentive marketing terms, visit www.incentivemarketing.org - Research and Information)

INCENTIVE PROGRAMS

Delivered cost: This is the total cost of a merchandise item that is charged to a participant in a program for an item that is redeemed. The delivered cost includes the cost of the item: markup and SHIAT.

Goal Sharing: A group incentive plan that is designed to measure performance against future-oriented business objectives or performance targets (i.e., not against history).

Incentive: Reward for a purchase or performance. Objects or events that are valued, which incite to action or effort. Something valued by an individual or group that is offered in exchange for increased performance. “A stimulus or condition that exists in an organization with the expectation of directing or influencing the behavior of organizational members” (Chung, 1972, p. 31).

Incentive Compensation: Variable rewards for performance or achievement of short-term or long-term goals. Designed to stimulate employee performance.

Incentive Eligible: A term referring to groups or classes of employees who are eligible to participate in an incentive plan.

Incentive Marketing: Incentive marketing is the device used to communicate and promote an incentive program to the target audience(s).

Incentive Program: Within the context of international compensation, any one of a variety of payments in excess of base pay made as an inducement either to accept, remain on or complete a foreign assignment. Plan that ties employees' earnings to their actual production on either an individual or group basis. A planned activity designed to motivate an individual to achieve predetermined organizational objectives. A program designed to reward specific behavior to achieve desired results.
**Incentive System:** An organized program of awards and/or recognition offered for the purpose of motivating employees in specific ways. Attributes of an incentive system include intentionality (deliberately developed with the intention of influencing employee performance); externality (devised and administered by agents external to the employee or employee group); standardization (applied in a clearly defined manner that specifies employees affected by the incentive system, the nature of the incentives and the rules for attaining specified rewards). The program by which incentives are offered for the achievement of work goals and assessment procedures are identified and explained. The four types of incentive system formats or schemes are: quota, piece rate, tournament, fixed rate (Bonner, et al., 2000). Also, open-ended, closed-ended, and plateau type programs.

**IMS:** Incentive Management System. Some companies refer to the platform management system used for incentive as an IMS.

**Programs - Closed-ended:** Incentive programs that have a predetermined number of award earners. Incentive programs that have a fixed-awards budget.

**Programs- Open-ended:** A type of incentive program that enables all people who achieve program goals to earn awards. An incentive program format with an open-ended budget, awarding unlimited performance against stated objectives.

**Perceived Value:** What someone believes merchandise to be worth. To successfully sell premiums, the consumer must be convinced the proposed premium is worth putting forth the extra effort required to earn the item.

**Plateau Programs:** A type of incentive program that provides awards at different levels of program achievement.

**Point-Based Programs:** An incentive program where participants earn a universal currency of “points.” Points have no consistent value and can change by program through indexing.

**Points Program:** A type of incentive program where participants collect and redeem points for awards. Points programs also apply to reloadable (“Stored Value”) gift cards.

**Premium:** A product or service offered free or at a reduced price if the recipient performs some task, such as purchasing an item or meeting a sales quota. Generally to induce an individual to buy a product.
**Prize:** Reward given to winner in a contest, sweepstakes or lottery, sometimes referred to as a sales incentive award. Anything of value awarded to winners, even if the value is nominal.

**Productivity:** Any index measuring the efficiency of an operation, usually involving a ratio of outputs to inputs or costs. Rewards frequently are tied to productivity-related measures.

**Retention:** The portion of the premium retained by an insurer to cover risk, expense charges, profit or contribution to surplus.

**SHIAT:** Abbreviation for Shipping, Handling, Insurance and Administration and Sales Tax. This is typically added to a merchandise item to derive a delivered cost.

**Short-Term Incentives:** Rewards that are based on the attainment of short-term results of 12 months or less (e.g., net income).

**Small-Group Incentive:** Any incentive program that focuses on the performance of a small group, usually a work team. These incentive programs are most useful when measurable output is the result of group effort and individual contributions are difficult to separate from the group effort.

**Target Audience:** A group of people or some sub-segment of a group, who has a propensity to purchase a company’s products and to whom a company markets their products.

### INCENTIVE PROGRAM APPLICATIONS

**Consumer /Loyalty**

- **Account Opener:** Premium given to customers as a reward or thank you for opening an account.

- **Advance Premium:** Premium given to new customers on condition they will earn it by later purchases.

- **Bonded Premium:** Point-of-purchase premium attached to a product by a bond of plastic, paper or tape.

- **Combination Sale:** A tie-in of a premium with a purchase at combination prices; sometimes self-liquidating; often an on-pack.
**Consideration or Purchase:** What an entrant must do to participate in a contest; can be monetary or non-monetary. For example, a customer must buy the sponsor’s product and show proof of purchase with entry, or the customer must answer survey questions in order to qualify for an entry.

**Consumer:** The end user or company to whom a product or service is sold, and the person or company who will make use of the product or service purchased.

**Consumer Incentives:** Motivational products targeting consumers.

**Container Premium:** A product container, which when empty, may be used as a container for other items. These items are usually partially or completely self-liquidating since the consumer pays for the product.

**Contest:** A competition based on skill, in which prizes are offered. A game in which chance is eliminated. Winners are chosen according to predetermined criteria or skills, such as writing the best essay or reaching a sales goal.

**Continuity Premiums:** A series of related premiums offered over a period of six to eight weeks.

**Continuity Program:** An offer of products over time. A program designed to offer an incentive to an individual that encourages her or him to return to do additional business. Types of continuity programs include frequent flyer mileage, trading stamps, etc.

**Direct Premium:** An item given free with a purchase at the time of the purchase. These include on-packs, in-packs and container premiums as well as those given separately.

**In-Pack:** A premium offered inside a product package. Merchandise that is offered free with other merchandise. Frequently found in supermarkets.

**Keeper:** A premium offered in direct-mail marketing for accepting a free trial of the sale merchandise and to be kept by the consumer even if the trial item is returned.
**Loyalty Program:** A program that is designed to reward customers or consumers for specifically designed performance. This could be a frequency-based program like hotel or airline programs; referral programs like “Friends & Family,” or any number of programs designed to create long term advocacy for a brand or company.

**On-Pack:** A direct premium attached to the exterior of a product package or sometimes riding with it in a special sleeve, carton or film wrap.

**Point-of-Purchase:** Marketing term for where product is displayed in a store.

**Point of Sale (POS):** POS is a generic term used across many industries to describe information gathered or distributed at the time a product or service is sold. This could be POS advertising, a POS device used for debit or credit card transactions, or information collected on the actual transaction (e.g. SKU, quantity, etc).

**Referral Premium:** A premium offered to customers for helping sell a product or service to friends or associates.

**Self-Liquidating:** The money expended for the product equals the amount of money received for the product.

**Specialty Container:** Merchandise that can be reused, like a basket or cup.

**Sweepstakes:** A promotion that awards prizes to winners who are determined by chance. A game in which consideration has been eliminated.

**Through-the-Mail Offers:** Offers that are generally self-liquidating for the company offering them. Save UPC labels, proof of purchase, and send money for shipping and handling to receive “free merchandise.”

**Trading Stamps:** Collect and redeem stamps for merchandise.

**Traffic Builder:** A promotional product or premium designed to get consumers to come to a store or a tradeshow.
Employee

**Employee Incentive:** Motivational product targeting an employee of a sponsoring company.

**Attendance Program:** Promotion designed to reduce employee absenteeism and increase productivity.

**Safety Program:** Promotion designed to motivate employees to work safely, or drive safely, in their work environment. An incentive program designed to reward employees for not having accidents.

Sales

**Channel:** A generic term used to describe one of various ways that a manufacturer may market and sell products to end users and consumers. Members of a channel may include a direct sales force, resellers, distributors, retailers, agents, dealers, catalogs, and/or web stores.

**Channel Partner:** A generic term used to describe a company with whom a manufacturer partners to market and sell the manufacturer’s products and/or services.

**Dealer Incentive:** Premium or other reward given by a manufacturer to retailers or distributors in return for a specified bulk purchase.

**Dealer Loader/Display Enhancer:** Merchandise designed to motivate dealers and distributors to purchase larger quantities of product than they traditionally buy. Usually includes a point-of-purchase display.

**Dealer Premiums/Dealer Programs:** Premiums offered to retailers who meet certain sales or performance standards.

**Door Opener:** An item of value offered by a salesperson to persuade potential buyers to listen to a sales presentation or to initiate interest in a product or service for a sales call follow-up.

**Operational ROI:** The ratio between the cost for operation of a channel incentive program and the reduction of costs realized through changes to prior processes and systems.
**Sales Incentive Program:** Promotion designed to motivate salespeople to sell a specific product during a promotion period, or achieve a certain percentage of sales increase in a time frame.

**SPIFF:** An acronym for “sales performance incentive fund” or “special performance incentive for field force”. A SPIFF is an award used to reward behavior for the achievement of short-term sales objectives.

**Trade Channel Program:** A manufacturer-initiated sales or marketing promotional campaign that is targeted at channel partners or that was developed for use by the channel partners.

**Trade Promotion:** A sales or marketing promotional campaign that is targeted at a segment of the channel rather than at the end user of consumer; a push marketing strategy.

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**INCENTIVE/RECOGNITION PRODUCT AND SERVICE PROVIDERS**

**Advertising/Sales Promotion Agency:** Agency that designs or coordinates promotional programs to help clients achieve their advertising and/or marketing objectives.

**Consultant:** Advises to special markets, provides management and sales information for companies entering the premium/incentive marketplace.

**Distributor:** See Promotional Product Consultant.

**Fulfillment Company:** Warehouses and fulfills awards for incentive programs.

**Gift Card/ Gift Certificate Supplier:** Company that provides gift cards and/or gift certificates to be used as awards in incentive and recognition programs.

**Incentive House:** Company that designs and administers incentive programs and fulfills program awards. Additional services often include design of print and online award catalogs.
Manufacturer: (Manufacturer/Supplier) Company that manufactures durable products that are marketed and sold to the Incentive and/or Promotional market.

Manufacturers Representative or Representative: Represents the manufacturer or supplier as a direct factory agent to purchasers of premium and incentive merchandise. Usually works within a defined geographic territory.

National Marketing Company: Company’s primary function is to represent a manufacturer(s) in the marketing and sales of durable products to the Incentive and/or Promotional market.

Promotional Product Consultant: Company’s primary function is to source merchandise and provide services to corporations who desire Incentive or Promotional Marketing products.

Performance Improvement Company: Provides full-service solutions for their clients that include incentive marketing programs that offer a variety of awards including travel, merchandise, and gift cards/certificates. Capable of providing program design, fulfillment, performance tracking and Return on Investment (ROI) analysis.

Recognition Provider: Provide strategic recognition solutions or consult on the design/delivery of strategic recognition programs -- focus which may be on strategy, design, communications, training, implementation, award fulfillment, tracking and/or measurement.

Reseller: Independent companies which are authorized to purchase and resell a manufacturer’s product(s).

Supplier: A company that manufactures, imports, converts, imprints or otherwise produces or processes products offered for sale through the Incentive and/or Promotional market.

Travel Specialist: Company that offers accommodations, transportation, event management or destination management services as a component of individual or group incentive program.
Awards/Rewards

**Award:** Something awarded or granted, as for merit. Recognition merchandise, often personalized, used to acclaim performance or milestones; may be useful objects (paperweights, clocks) or for display only (plaques, trophies). An item given to an individual or team in recognition of a specific accomplishment. (Typically non-cash)

**Awards Budget:** The amount of money specified for awards that will be given to participants in incentive programs.

**Award Voucher:** Certificate that recipient may exchange for gift cards/merchandise award.

**Business Gift:** Merchandise given by a business in goodwill, without obligation to its customers, employees, friends and the like. Often, this business gift is not imprinted with the advertiser’s identification. Some companies prohibit employees from accepting business gifts.

**Collectibles:** Premiums designed to have inherent value based upon their perceived “collectibility.”

**Commemorative:** A merchandise keepsake used to mark a ceremony, anniversary, event or milestone.

**De Minimize Awards:** Cash or non-cash awards, property or services offered by an employer to an employee, the value of which is so small as to make accounting for such benefits unreasonable or administratively impracticable, taking into account the frequency with which they are provided by the employer to employees.

**Gift Cards**

**Closed Loop Cards:** These are cards that can only be used at specified retailers. Gift cards and some filtered prepaid cards are examples of closed loop cards.

**Debit Cards:** These cards are redeemable only at participating merchant outlets and are reloadable.

**Gift Cards:** Plastic cards made with a magnetic strip and/or bar code preloaded with a dollar or point amount. Some are reloadable (in which case they are sometimes called debit cards); others are not. They are generally available in two types:
(1) those that carry a major credit card brand and are redeemable at any merchant accepting the brand; and (2) merchant-specific cards, such as those issued by well-known retailers, which are redeemable only by using merchant.

**Gift Certificates:** Vouchers with dollar or point values embossed on them. They can be personalized with the recipient’s name and giver’s logo and, depending on the vendor, can be replaced in case of loss or theft.

**Gift Checks:** Sometimes synonymous with gift certificates, gift checks usually refer to money orders issued by banks or credit card firms.

**Merchant Account:** The retailer that accepts a debit, prepaid or credit card for goods or services.

**Merchant Fee:** The fee paid by the retail merchant to use the network. Part of this is paid to the card issuer as interchange.

**Pre-paid Card:** This is the type of card used in the incentive industry to distinguish between a debit card and a gift card. A prepaid card is supported by a consolidated DDA versus an individual DDA like a debit card.

**Open Loop Cards:** These are cards identified with a Visa®, MasterCard®, Discover®, or American Express® logo. These cards can be used anywhere these brands are accepted.

**Virtual Certificates:** Many gift certificates can be delivered via e-mail directly to the recipient’s mailbox, saving time and the expenses of printing and delivery. The “virtual certificate” can contain a link to a Web site where recipients can select and claim their rewards.

**Vouchers:** Certificates bought by or given to consumers that can be applied for discounts on travel packages; a business unfortunately tainted by unscrupulous practitioners over the years. Legitimate suppliers provide a certifiable discount by asking the consumer to book through their agencies, which buy in bulk, receive commissions or achieve other economies that can be shared in the form of savings.
**Group Incentive Travel:** Qualifying meetings and incentive trips held in especially appealing destinations, usually targeting salespeople and resellers – among the most potentially powerful in terms of impact but also among the most logically complex.

**Incentive Travel:** 1) Any form of face-to-face event designed to motivate, either directly or indirectly. This includes the traditional definition of a formal, qualifying incentive program that offers incentive travel as one or all of the awards. It also includes any motivational use of a face-to-face event to accomplish a business objective distinct from meetings designed to get work done and communicate routine information. 2) Packaged programs for individuals and significant others, used in every type of program from employee recognition to consumer sweepstakes and contests. Many major airlines and hotel chains sell certificates for such awards, and there are several dozen companies that package and resell them.

**Host Gifts/Hosts Incentives:** A gift or premium given by a party plan operator to a consumer who agrees to be the host for a demonstration party. The value of the gift is usually proportional to the amount of sales at the party.

**Non-cash Incentives/Recognition Programs:** Incentive payments that are not readily convertible to cash (e.g., points towards a personally selected gift, merchandise awards, extra time off, meal, a reserved parking space, membership in a luncheon club).

**Non-Monetary Awards:** Non-cash compensation, such as travel and merchandise. It excludes other nontaxable items (not on W-2 form) such as gifts and plaques/pins.

**Recognition Merchandise:** Award, often personalized, used to acclaim performance or milestones; may be useful objects (paperweights, clocks) or for display only (plaques, trophies).

**Reward:** To recompense. An item given to an individual or team for meeting a predetermined goal. (Sometimes cash-based).

**Reward To Recompense:** An item given to an individual or team for meeting a pre-determined goal. (Sometimes cash-based).

**Rewards System:** An organization’s choice of cash and non-cash motivational elements and the mix of its total rewards program that is used to support its business strategy.
**Total Rewards:** All of the tools available to the employer that may be used to attract, retain and motivate employees. Total rewards include everything the employee perceives to be of value resulting from the employment relationship. This strategy is a rewards system for organizations to mix cash and non-cash motivational elements.

Incentive Marketing Terms compiled by the Incentive Marketing Association. [www.incentivemarketing.org](http://www.incentivemarketing.org)

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**Basic Facts About Designing an Incentive Program**

**in•cen•tive pro•gram**

An incentive program is a structured plan to get people to do what you want them to do.

**Examples of Incentive Programs:**

- Sales incentives
- Sweepstakes
- Service awards
- Frequency programs
- Loyalty programs
- Gifts with purchase
- Attendance programs
- Safety programs
- Training programs
- Wellness programs
- Corporate gifting

**8 Steps to Building an Incentive Program**

1) Establish Objectives
2) Outline the Parameters
3) Measure Performance
4) Establish the Budget
5) Select the Award
6) Implement the Program
7) Celebrate!
8) Evaluate the Program

**Tip:** A more in-depth look at how to create an incentive program can be found in *The Art of Motivation – An Incentive Industry Primer*, available at [www.incentivemarketing.org](http://www.incentivemarketing.org).
1) **Establish Objectives – The Blueprint**

- Identify what goal or objective needs to be accomplished (increased sales, improved attendance). Goals must be obtainable.
- Objectives should be simple to understand and to communicate, yet specific so they can be measured.
- Make sure these objectives are communicated to all participants at the onset and throughout the entire length of the program.

**Tip:** The goal must be fair to all involved and obtainable by everyone.

2) **Outline the Parameters**

- Who is the target audience? Who is eligible to compete in the program? Size? Demographics?
- What are the rules of the program?
- How long will the program run?
- Close-ended or open-ended?
- Who will be doing what? – Define each person’s role (participant, administrator, arbitrator).
- Individual goals, team goals or both?
- What are the rewards?

3) **Measure Performance**

- What metrics will be used? (Qualifiable – more restrictive, needs to be qualified for or Qualitative – measured in numbers.)
- How is performance communicated throughout the program? (Online updates, email, etc.)
4) Establish the Budget

Three elements need to be considered:
1) Length of the program
2) Number of participants
3) Expected Results

There are basically two types of award budgets.

- **Close-Ended**: Program defines a pre-determined number of award earners. The budget is fixed and you know the maximum costs up front.

- **Open-Ended**: Enables all people who achieve program goals to earn awards. You can estimate the costs involved, but will not know the actual cost until the program is finished.

**Typical Break Down of Budget**

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards</td>
<td>80%</td>
</tr>
<tr>
<td>Communication / Promotion</td>
<td>10%</td>
</tr>
<tr>
<td>Administration</td>
<td>5%</td>
</tr>
<tr>
<td>Training / Research</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Tip: Determine the Award values based on unit or dollar performance improvement.**

Many companies allocate 5% - 10% or more of the value of incremental improvement.

Example: For the first $1,000 in incremental performance, the participant gains $50 in award points.
For non-sales programs (ie. Attendance, Safety), determine what the “value” to the company is when the goals are met.

5) Select the Award

It is important to select the right award because if the individual is not emotionally vested in the incentive, they will not pursue the goal.
Understand what motivates your target audience.

- Survey target audience.
- Involve employees in the award selection.
- Keep in mind the employee’s income; most likely, a highly compensated employee needs to be motivated by a high value item, not a $20 portable radio.

An effective incentive award:

- Is appropriate for the goal;
- Reinforces the organization’s values;
- Has a high perceived value and Trophy Value;
- Creates excitement amongst the participant base.

Tip: Brand name merchandise has a high-perceived value and satisfies the need for trophy value.

Tip: Check out the Award Selection & Administration Series Topics available at www.incentivemarketing.org.

See Principles of Results Based Incentive Program Design.

- When to use Branded vs. Promotional Products
- Motivational Merchandise ROI Measures
- Cash vs. Merchandise
- Why do Lifestyle Incentives Work
- Learning the Science of Reward Selection

6) Implement the Program

- Determine how the program is communicated, tracked and recorded.
- If appropriate, provide training. Participants need to know how to perform the desired function in order to improve their performance.
- Communication: Give participants all the information they need to be successful.
1) Tell them what you want them to do.
2) Tell them how they can do it.
3) Tell them what they can earn if they meet their goals.
4) Tell them how they are doing.
5) When the program is over, tell them how they did.
6) Tell them what they won.
7) Deliver the award on time.

Tip: Encourage your client to use promotional products to announce the program and to keep participants’ interest high throughout the program.

7) Celebrate!

Ideally the program results and the program top performers will be recognized in front of their peers. Make a big deal out of the winners, but be sure to recognize ALL of the improvements made by all participants, not just the winners.

8) Evaluate the Program

Measure the results and program ROI (Return on Investment) to determine if the program was a success.

- Were the objectives realistic? (How many people participated? How many people stayed with the program? How many people met the objectives?)
- Did the outcome meet initial expectations?
- Was the program cost-effective?

Tip: IMA’s Principles of Results- Based Incentive Program Design, available at www.incentivemarketing.org, has a chapter dedicated to the measurement of ROI.
Professional incentive representatives function as direct factory agents for the brand name manufacturers they represent. Incentive representatives may also be known as a premium representatives. They are responsible for all sales activity for their lines within their territory. Incentive reps are skilled in understanding the needs of a variety of customers that include ad agencies, premium product distributors, promotional product consultants, and sales promotion agencies. In general, over 90% of a representatives business is done through a 3rd party who resells merchandise to the corporate end-user.

Incentive representatives:

- Sell only in a defined territory.
- Do not handle competitive lines / products.
- Sell as direct factory agents; they do not take possession of the products or invoice the orders they sell. The supplier invoices directly.
- Compensated by commission from the supplier.
- Typically handle multiple brands in the major product categories.
- Are entrepreneurs.
- Interface with distributors; refer clients to distributors; and receive commission on sales through distributors.
- Do not generally maintain inventory.
- FOCUS ON CUSTOMER NEEDS.

The Best Reps sell more than products . . . They sell Ideas!
The Relationship between the Promotional Products Industry and the Incentive Industry is a **WIN-WIN situation**. Corporate America is moving to consolidate purchases of goods and services utilizing fewer numbers of vendors. Rather than risk losing their current customer base, Promotional Product Consultants are moving quickly and deliberately to expand the products and services they offer.

**You can expect the “Incentive Rep” to:**

- Know market trends, the latest promotion techniques, and the benefits of each.
- Know which suppliers are best suited for a particular program.
- Assist you in promotional planning, from the creation of the idea to selection of the appropriate merchandise manufacturer.
- Offer experience and expertise. The majority of IMRA reps have well over 15 years of experience in working with promotional product consultants and distributors.
- Sell at factory direct pricing and, in some cases, negotiate discounts for volume purchases.
- Never “poach” your accounts.
- Due to long term relationships with suppliers, negotiate special requests to meet your clients’ needs.

**Tips: Working with Retail Brands:**

Understand the brand name product world:

- The complete product line may not be available to our industry.
- At end of a product’s lifecycle, closeout merchandise may become available. Pricing and availability should be discussed; don’t make any assumptions.
- Be prepared to share as much information about your client and the promotion as possible. Many manufacturers have policies that prohibit selling in certain markets.
- Communicate all deadlines, in-hands dates and special labeling requests in advance. Last minute requests tend to cause delays.
- Allow for extra time for your first transaction with a retail brand.
- Brands don’t subscribe to the promotional products market credit sharing information.
Each brand will have their own requirements to establish an open line of credit. These terms may or may not be negotiable.
- Initial order quantity minimums may apply.
- Many brands don’t decorate. Some have outside contractors that they can recommend. As a Distributor, you may already have a similar decorator. Typically your local decorator will be more cost effective.
- Drop-shipments may carry extra handling charges; be open to possibly drop shipping from your facility.
- Many brands usually do not insert something into their product box. This may be another opportunity for you to offer your clients a unique solution, increasing your profit.

rep·re·sen·ta·tive dir·ect·or·y

LGK SALES & MARKETING, INC.
Based In: Anniston, AL
Contact: Jerry Kernion
Phone: 256-831-5181 -or- 800-726-4008
Email: lgk@lgksales.com

Territory: Alabama, Georgia, Mississippi, Tennessee, Louisiana, Arkansas
Primary Business: Representing brand name manufacturers to the premium incentive industry in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee. Tumi, Hamilton Beach, Dooney & Bourke, Fuji, Power Sales, Top Brands, Bulova, Bushnell, Mar-San, Cuisinart.

IMPACT INTERNATIONAL MARKETING
Based In: Lake Havasu City, AZ
Contact: Kathryn Felke
Phone: 866-414-1389
Email: kfelke@iimgroup.com

Primary Business: As one of the leading providers of promotional marketing products and services, IMPACT specializes in motivating consumers, employees, sales forces, dealers, distributors, and clients with relevant premiums and incentives. Additionally, we are a pioneer in the development and support of web-based promotional incentive programs. Our clients enjoy top quality merchandise and travel incentives, certificate based premiums and incentives programs and a wide variety of digitally delivered premiums via online pins. We offer one of the most diverse selections of strategic marketing tools in the marketplace.
SHARP INCENTIVES
Based In: Phoenix, AZ
Contact: Tasha Sharp
Phone: 602-268-7104
Email: tasha@sharpincentives.net

Based In: Littleton, CO
Contact: Tor Boyesen
Phone: 303-945-7030
Email: tor@sharpincentives.net

Primary Business: Sharp Incentives is the direct factory representative for: AMC, Brinkmann, Canon, Capresso, Charles Pabst, DPI, Entrees to Excellence, Epic, Hamilton Beach, Heritage Crystal, Igloo, Latico, LeCreuset, Movado, Replogle, Power Sales, Premium Bag, Seaena, SmartPro, tcmpi, Tumi and VLC.

SPECIAL MARKETS ASSOCIATES, INC.
Based In: Sun City West, AZ
Contact: Michael Self
Phone: 623-474-3957
Email: jolleyjr@aol.com; mself@spclmkts.com

Primary Business: Special Markets Associates is an incentive products rep organization, representing manufactures in the states of AZ, CO, NM, NV, MT, UT, and WY. The name brand consumer products we represent include handbags, luggage, outdoor camping and watersports products, indoor games, fine diamonds, sunglasses, watches, fine crystal, tools, blankets, leather jackets and accessories, bikes and accessories, assorted consumer electronics, and assorted electric and non-electric consumer housewares products.

DRAGON DISTRIBUTION, LLC
Based In: Thousand Oaks, CA
Contact: Peter Adanalian
Phone: 805-498-8262
Email: pete@dragonpromos.com

Territory: California, Hawaii
Primary Business: Dragon Distribution services Corporate America as a premium and incentive manufacturers representative. Canon, Tumi, Samsonite, Bushnell, Weber Grills, Movado Group, Johnson Outdoors, DPI, Elite Creations, Igloo.

GREUNKE, LLC
Based In: Alameda, CA
Contact: Greg Greunke, Jr.
Phone: 415-824-4544
Email: greg@greunke.com

Primary Business: Greunke provides solutions for corporate gifts, employee recognition and incentive programs.
Pinnacle Incentives, Inc.
Based In: Danville, CA
Contact: Phillip Brodsky
Phone: 925-964-0530
Email: phil@pinnacleincentives.com

Territory: California
Primary Business: Pinnacle Incentives, Inc. is a multi-line manufacturers representative group serving in the premium, incentive, gifting, and promotional industries, specializing in high end retail brands. Tumi, Apple, Coleman, Orrefors Kosta Boda, Seiko, Fuji, Samsung, High Sierra, LG Electronics, Trek.

P.I. Incentives
Based In: Toronto, Ontario, Canada
Contact: Elizabeth Grant
Phone: 416-383-0766 x106
Email: egrant@piincentives.com

Territory: Canada
Primary Business: PI Incentives is the largest provider of Tier1 incentive and loyalty products to the promotional industry in Canada. Servicing all national and regional customers across the country, PI is both a proud agent and distributor of over 75 product lines. In addition to products, PI also provides a turn-key online rewards program, called PI Rewards, which enables promotional houses to offer a cost-effective rewards system to its customers.

Direct Sales and Marketing
Based In: Colorado Springs, CO
Contact: Joe Azar
Phone: 719-471-4282
Email: dsmktg@comcast.net

Territory: Colorado, Utah, Arizona, New Mexico, Wyoming, Nevada
Primary Business: Manufacturers representative firm for Coleman/Jorden Custom, Fuji Film, Guess & Nautica watches, Kingport Industries, Stormtech Apparel, Columbia River Knife & Tool, Travel Chair, Wilson Sporting Goods, Cycle Force Group, Riddell Sports.

Lapine Associates, Inc.
Based In: Stamford, CT
Contact: Paul Lapin
Phone: 203-327-9099
Email: plapin@lapineinc.com

Primary Business: Forty-four years of expertise in the premium incentive industry as a manufacturers representative, distributor and importer of top quality products.
PACESETTER INCENTIVES
Based In: Port St. Lucie, FL
  Contact: Bernard H. Fisher
  Phone: 772-340-7730
  Email: Pcstr@bellsouth.net

FL
Primary Business: Manufacturers representatives for companies providing incentives, premiums, awards, corporate gifts and recognition programs including "Years of Service" and merchandise award programs in the Florida Territory.

TARGET MARKETING ASSOCIATES, INC.
Based In: Ft. Lauderdale, FL
  Contact: Harvey Fixler
  Phone: 954-452-4434
  Email: harvey.fixler@targetmarketing-usa.com
  Based In: Winter Haven, FL
  Contact: Bill Shira
  Phone: 863-294-9900
  Email: bill.shira@targetmarketing-usa.com
  Territory: Florida
Primary Business: Representing name brands for incentive and promotional sales in Florida.

JDT MARKETING
Based In: Marietta, GA
  Contact: Jay Thomas
  Phone: 770-973-5663
  Email: jay@jdtreps.com

Primary Business: Manufacturers representative covering Georgia and Alabama.

JWREPS
Based In: Marietta, GA
  Contact: Rhett Hogan
  Phone: 770-924-2401
  Email: Rhett@jwreps.com
  Based In: Marietta, GA
  Contact: Dale Murnighan
  Phone: 770-924-2401
  Email: dale@jwreps.com

GA Territory: Georgia, Alabama, North Carolina, South Carolina
Primary Business: Representing brand name manufacturers to the premium incentive industry in the southeast since 1989. Awards, Inc, Black & Decker, Brinkmann, Castle Merchandising/Guess, Entrées to Excellence, Johnson Outdoor, Nikon, Inc., PMC/Samsung/Panasonic.
ALLIANCE MARKETING, INC.
Based In: Naperville, IL
Contact: Grace Hanrehan
Phone: 630-420-8606
Email: ghanrehan@alliance-mktg.com
Primary Business: Manufacturers representatives for electronics, housewares and recreation and leisure products.

CONTINENTAL PREMIUM CORPORATION
Based In: Downers Grove, IL
Contact: Julie Belloli
Phone: 630-515-0800
Email: jbelloli@contprem.com
Based In: Downers Grove, IL
Contact: Debbie Bertram
Phone: 630-515-0800
Email: dbertram@contprem.com
Based In: Downers Grove, IL
Contact: Lore Herrera
Phone: 630-515-0800
Email: lherrera@contprem.com
Primary Business: Continental Premium Corporation provides brand name products for incentives -Movado watches, Canon cameras, Maui Jim sunglasses, Trek bikes, electronics, crystal, globes, vacuums, apparel, tents, kayaks, binoculars, purses, luggage and more.

GREAT LAKES INCENTIVE GROUP
Based In: Lake Bluff, IL
Contact: Mark Oldenburg
Phone: 847-234-1181
Email: mark@greatlakesincentives.com
Territory: Illinois, Wisconsin, Michigan, Ohio, Indiana
Primary Business: Great Lakes Incentive Group is a manufacturers representative that focuses on brand-name merchandise for business-to-business marketing programs. We provide support and fulfillment for consumer promotions, sales incentives, dealer incentives, award and recognition programs and corporate gifts. Bulova, Bushnell, Canon, High Sierra, Sony, Thermos, Tumi, Waterford, Wilson Sporting Goods, Zorrel Apparel.

ILLINOIS INCENTIVE REPRESENTATIVES, INC.
Based In: Glen Ellyn, IL
Contact: Barbara Dedio
Phone: 630-858-9664
Email: barbara@illinoisincentive.com
Territory: Illinois, Wisconsin

**MPR REPS, INC.**
Based In: Chicago, IL
Contact:  Jay Lombardi  
Phone:  773-631-5977  
Email:  jay@mprreps.com

Contact:  Sal Lombardi  
Phone:  773-631-5977  
Email:  sal@mprreps.com

Territory: Illinois, Wisconsin, North East Indiana

**INCENTIVE ASSOCIATES, INC.**
Based In: Overland Park, KS
Contact:  Jack Buckley  
Phone:  913-722-2848  
Email:  jackabuckley@sbcglobal.net

Based In: St. Charles, MO
Contact:  Rick Buckley  
Phone:  314-540-3923  
Email:  rickwbuckley@aol.com

Based In: Overland Park, KS
Contact:  Debra Hopson  
Phone:  913-722-2848  
Email:  incentiveassociate@sbcglobal.net

**ALL STAR PREMIUM PRODUCTS**
Based In: Sturbridge, MA
Contact:  Allison Wooten  
Phone:  508-347-8828 -or- 800-330-7800  
Email:  allison@incentiveusa.com

Territory: Massachusetts, Rhode Island, Vermont, Connecticut, New Hampshire, Maine
ALL STAR PREMIUM PRODUCTS  -Cont.-

Primary Business:
All Clad, Dell Computers, Bissell, Nikon, Fisher Price, Maui Jim, Seiko/Pulsar, Sony, Waterford, JA Henckels.

KEYSTONE INCENTIVES, LLC
Based In: Westport, MA
  Contact:  Daniel Craig
  Phone:  508-636-0750
  Email:  dan@keystoneincentives.com
 Territory: Massachusetts, Rhode Island, Connecticut, New Hampshire, Vermont, Maine

Primary Business: As exclusive New England representatives for over 20 years, Keystone Incentives has been providing brand name merchandise as motivational products for incentive programs. Canon, Incentive Concepts/Bose, Tumi, Movado, Hamilton Beach, Elite Creations, DPI, Trek, Johnson Outdoors, High Sierra.

DESIGN INCENTIVES, INC.
Based In: Livonia, MI
  Contact:  Barbara Hendrickson
  Phone:  734-542-9047
  Email:  barb@designincentives.com

Based In: Livonia, MI
  Contact:  Stacie Pinnavaia
  Phone:  734-542-9047
  Email:  stacie@designincentives.com

Territory: Michigan

Primary Business: Design Incentives helps companies to build brands, reward, recognize and retain employees and customers, increase sales and improve performance through the strategic use of name-brand merchandise and promotional products. Omaha Steaks, Bushnell, Dooney & Bourke/MMSC, Hamilton Beach, Leatherman Tool, Elite Creations, Power Sales, Top Brands, Orrefors Kosta Boda, Movado Group.

WYNNE MARKETING, INC.
Based In: Ada, MI
  Contact:  Steve Wittenbach
  Phone:  616-676-8707
  Email:  steve@wynnemarketing.com

Primary Business: Premium and incentive representative firm. Products include crystal, electronics, cameras, watches, coolers and many lifestyle items.

CASSIDY & COMPANY
Based In: Eagan, MN
  Contact:  William Cassidy
  Phone:  651-452-4485
  Email:  bill@cassidycompany.com
CASSIDY & COMPANY -cont.-
Based In: Eagan, MN
Contact: Sarah Swenson
Phone: 651-452-4485
Email: sarah@cassidycompany.com
Primary Business: Manufacturers representative firm that services Minnesota, North Dakota, South Dakota, Western Wisconsin, and Iowa.

GABLER SALES, INC.
Based In: Minneapolis, MN
Contact: Joe Gabler
Phone: 763-767-6800
Email: joe@gabler-sales.com
Territory: Minnesota, South Dakota, North Dakota
Primary Business: Representing select brand name product lines to the incentive market in Minnesota, North Dakota, South Dakota, and Western Wisconsin for 37 years. For more information please visit our website. Cuisinart, DPI, Electrolux, Giant Bicycles, National Presto, TCMPi, Telescope Casual, Weber Stephen Products.

GRETSCH INCENTIVES
Based In: St. Paul, MN
Contact: Joy Gretsch
Phone: 651-484-0635
Email: joy@gretschincentives.com
Primary Business: Representing brand names in the Minnesota, Iowa, North and South Dakota, and Wisconsin territories.

JFR MARKETING COMPANY
Based In: Minneapolis, MN
Contact: Julie A. Ford
Phone: 952-544-5770
Email: julie@jfrmarketing.com
Based In: Minneapolis, MN
Contact: Ellen Henning
Phone: 952-544-5770 12
Email: ellen@jfrmarketing.com
Territory: Minnesota, North Dakota, South Dakota, Iowa, Nebraska
KNEEFE & ASSOCIATES
Based In: Minneapolis, MN
Contact: Robert J. Kneefe
Phone: 763-569-9935
Email: bkneefe@comcast.net
Territory: Minnesota, North Dakota, South Dakota, Iowa, Wisconsin
Primary Business: We represent major manufacturers of name-brand merchandise exclusively for special markets in the upper midwest. Sony Electronics, Fisher-Price, Brother International, Armitron, Jilco, Regent Sports, Guess Watches & Sunglasses, Nautica Watches, Noritake, Singing Machine.

MR GROUP, INC.
Based In: Plymouth, MN
Contact: Mark Rue
Phone: 763-550-0760
Email: mrue@mrgrp.com
Primary Business: Sales of electronics, watches, clocks, luggage, sporting goods, giftware and household items in a territory of Minnesota, South Dakota, North Dakota, and Iowa.

RICH INCENTIVES, INC.
Based In: St. Paul, MN
Contact: Fred Rich
Phone: 651-631-4979 x1
Email: fred@richincentives.com
Primary Business: Manufacturers representative to the premium and incentive market in Minnesota, North Dakota, and South Dakota.

ROSE INCENTIVES, INC.
Based In: Maple Grove, MN
Contact: Dave Walker
Phone: 763-425-8304
Email: dwwalker2003@comcast.net
Based In: Maple Grove, MN
Contact: Myrna Walker
Phone: 763-425-8304
Email: myrnaw2000@comcast.net
Territory: Minnesota, North Dakota, South Dakota
CANNON MARKETING GROUP, INC.
Based In: Warson Woods, MO
Contact: Anne Piotter
Phone: 314-821-8544
Email: anne1427@earthlink.net
Primary Business: Cannon Marketing Group is dedicated to providing our clients and those factories we represent, with the most professional and knowledgeable sales service attainable in our industry.

INCENTIVESOURCE, INC.
Based In: St. Louis, MO
Contact: Mark D. Wunderlich
Phone: 314-968-4090
Email: markw@incentivesource.com
Primary Business: Representing major suppliers to the incentive industry.

SBH SPECIAL MARKETING GROUP, LLC
Based In: Maryland Heights, MO
Contact: Bob Howenstein
Phone: 636-537-1912
Email: bhowenstein@sbhsmg.com
Territory: Missouri, Kansas, Iowa, Nebraska, Southern Illinois, Tennessee

JRM & ASSOCIATES, INC.
Based In: Stallings, NC
Contact: Jody R. McCann
Phone: 800-683-4579 -or- 704-882-2044
Email: jmccann387@aol.com
Based In: Stallings, NC
Contact: Kenneth C. Sur
Phone: 800-683-4579 -or- 704-882-2044
Email: kenny@jrmassociates.net
Primary Business: Multi-Line manufacturers representative organization, servicing the Carolina's since 1980. Bicycle distributor of Kent International Bicycles, also offering program fulfillment.
PLYBON COMPANY, THE
Based In: Matthews, NC
Contact: Scott Plybon
Phone: 704-847-1400 -or- 800-951-2515
Email: scott@plyboncompany.com
Based In: Matthews, NC
Contact: Wayne Plybon
Phone: 704-847-1400 -or- 800-951-2515
Email: wayne@plyboncompany.com
Territory: Southeast
Primary Business: Manufacturers representative serving the Southeast Region, providing service and guidance for full range of incentive programs.
Sony, Canon, Wilson, Top Brands, Carson, Lapine Electronics, Replogle Globes, Ricardo Beverly Hill, Acro/Chocolate NY, Citizen Watch.

SOUTHERN MARKETING INCENTIVES, INC.
Based In: Shelby, NC
Contact: David Monteith
Phone: 704-484-1648
Email: david@southernmarketingincentives.com
Territory: North Carolina, South Carolina

AWARD MARKETING SERVICES, LLC
Based In: Whitehouse, NJ
Contact: Greg Canose
Phone: 908-534-5700
Email: greg@amsreps.com
Territory: New York, New Jersey
IDEAL CHOICE INCENTIVES
Based In: Lawrenceville, NJ
Contact: Jonathan Mueller
Phone: 609-896-5880
Email: idealchoice@comcast.net
Primary Business: We bring product to life with detailed knowledge and expertise to help our clients make the right choices that motivate for their incentive and gift programs. Designer hand bags and wallets, professional cookware, fitness equipment, electronics, kitchen electric appliances, designer leather goods, outdoor furniture, hand tools, tool boxes, pressure washers, spas, outdoor power equipment, gourmet grills, electric fireplaces and patio heaters.

CARLISLE SALES & MARKETING, INC.
Based In: Oakdale, NY
Contact: Bill Martocci
Phone: 631-750-6033 -or- 888-737-9969
Email: bill@carlislesales.com
Primary Business: Carlisle Sales & Marketing has over 30 years experience selling to the premium and incentive industry throughout the northeast; Representing the finest brands in the industry. Watches, electronics, handbags, household goods, sunglasses, sport optics, men's and lady's accessories, and more.

DYNAMIC MARKETING ASSOCIATES, INC.
Based In: Wantagh, NY
Contact: Barry Stolzenberg
Phone: 516-781-7443
Email: sales@dynamicmktg.com
Primary Business: We supply incentive merchandise direct from the manufacturer. Our product lines include electronics, cameras, luggage, watches, sporting goods, bicycles, golf equipment, giftware, children's items, household appliances, coffee makers, wine accessories, tools, cookware, binoculars and telescopes, pet accessories and many more.

HOFFMAN & EDGETTE, INC.
Based In: Ballston Spa, NY
Contact: Tom Edgette
Phone: 518-583-2446
Email: tom@hoffedge.com
 Territory: New York, New Jersey
Primary Business: Hoffman & Edgette, Inc. is a manufacturers representative covering Metro New York / New Jersey. We represent name-brand products including Bose Electronics, Bushnell Sport Optics, DPI Electronics, High Sierra, Orrefoes/Kosta Boda, Incentive Concepts, Power Sales, Premium Bag, Thermos, Top Brands.
MJM INCENTIVES, INC.
Based In: Rochester, NY
   Contact: Cheryl Meier
   Phone: 585-542-3940
   Email: cmeier@mjmincentives.com
Based In: Henrietta, NY
   Contact: Sean T. Murphy
   Phone: 585-334-6720
   Email: smurphy@mjmincentives.com
Territory: Upstate New York
Primary Business: Manufacturers representative serving the special markets and premium industry with brand name electronics, giftware, tools, luggage, business cases and more. Bulova Corp, FujiFilm USA, Hamilton Beach Brands, Marketing Management Services Corp., Orrefors Kosta Boda, Tumi, Power Equipment Co., Power Sales Adv., Top Brands.

PILGRIM PROMOTIONS, LTD.
Based In: Great Neck, NY
   Contact: Jeffrey Epstein
   Phone: 516-487-0073
   Email: customerservice@pilgrimpromotions.com
Territory: New York State, Northern New Jersey
Primary Business: Manufacturers representative serving the New York/New Jersey metropolitan region. Established in 1972 to provide services and expertise for all facets of premium and incentive programs. Tumi Luggage, Hamilton Beach, Brinkmann, Citizen Watch, Leatherman Tool, Totally Bamboo, Castle Merchandising, Computer Incentives, Samsonite, Canon Camera.

MARKETING MOTIVATORS, INC.
Based In: Twinsburg, OH
   Contact: Dave Kedzie
   Phone: 330-405-6900
   Email: dkedzie@marketingmotivators.com
Based In: Indianapolis, IN
   Contact: Dean Theofanis
   Phone: 317-842-6366
   Email: dtheofanis@marketingmotivators.com
Territory: Ohio, Indiana, Kentucky, Western Pennsylvania
Primary Business: Manufacturers representative in Indiana and Ohio. Marketing Motivators has been helping business increase sales productivity, reward attendance, induce consumer trial and build product and corporate identity for over 40 years. Sony, Zorrel, Bulova, Omaha Steaks, Hamilton Beach, Weber, Black & Decker, Top Brands, Polo, Trek.

MARKETING MOTIVATORS, INC. -Cont.-
SIMCOR, INC.
Based In: Mt. Vernon, OH
Contact: Martin Myers
Phone: 740-392-5370
Email: martin.myers@simcorinc.com
Primary Business: Manufacturers representative servicing the Midwest- Ohio, Indiana, Kentucky, Illinois, Wisconsin, and Michigan. With offices in Ohio and Illinois. "We Assist those Whose Job it is to Motivate and Inspire Others."

SPECIAL MARKETS GROUP, INC.
Based In: Loveland, OH
Contact: Larry Collins
Phone: 513-683-7428
Email: collinsl1@fuse.net
Primary Business: Representing leading manufacturers to the premium incentive and promotional products. Thermos, Top Brands, Replogle, Movado, Nambe, Orrefors/Kosta Boda, Salisbury Pewter, Mar San, Carson Optical, Pendleton.

BARRETT MARKETING
Based In: Lansdale, PA
Contact: T. Murray Barrett
Phone: 215-855-2077
Email: tmbarrett@comcast.net
Primary Business: Representing top manufacturers to the Premium Incentive Marketplace. Territory includes New Jersey, Pennsylvania, and Delaware.

PMA - PROFESSIONAL MARKETING ASSOCIATES
Based In: Mt. Pleasant, SC
Contact: Charley Mann
Phone: 843-971-8150
Email: charley@profmarketing.com
Based In: Mt. Pleasant, SC
Contact: Beth Tickle
Phone: 843-971-8150
Email: beth@profmarketing.com
Primary Business: Manufacturers representative specializing in creation of marketing and sales promotion programs utilizing brand-name merchandise in categories such as electronics, travel items and household goods for the premium and incentive marketplace. Covering South Eastern US. Samsonite, Power Sales and Associates, 20/20 Special Markets, FujiFilm, Tumi, Epic, Maui Jim Sunglasses, Helping Hand Rewards, Top Brands, Incentive Concepts.
B.C. INCENTIVES
Based In: Fate, TX
Contact: Terri Jones
Phone: 972-722-7365 -or- 800-275-1298
Email: terri@bcincentives.com; brett@bcincentives.com
Primary Business: B.C. Incentives is a manufacturers representative for name brand merchandise in the states of Texas, Oklahoma, Louisiana, and Arkansas. We also do national fulfillment through our sister company, Recognition Awards Distributing, Inc.

CNB INCENTIVES, LLC
Based In: Plano, TX
Contact: Dan Boll
Phone: 972-306-1823
Email: danb@cnbincentives.com
Territory: Texas, Oklahoma, Louisiana, Arkansas
Primary Business: CNB Incentives, as a manufacturers’ representative, offers some of the finest brands available to the Premium Incentive and Promotional Products Industry! Covering Texas, Oklahoma, Louisiana and Arkansas we want to help you build “Award” programs for your clients and employees. Canon Cameras, Carson Binoculars, Incentive Concepts, Movado Group Watches, Omaha Steaks, Top Brands, Weber Grills.

LONE STAR INCENTIVES, INC.
Based In: Prosper, TX
Contact: Alan Walvoord
Phone: 972-347-5820
Email: alanw@lonestarinc.net
Territory: Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Tennessee

PREMIER INCENTIVES, INC.
Based In: Carrollton, TX
Contact: Pam Slavonic
Phone: 972-394-7145
Email: p.slavonic@premier-incentives.com
Primary Business: Manufacturers representative agency covers Texas, Oklahoma, Arkansas, Louisiana, and Tennessee.
PRO-MARKETING GROUP, INC.
Based In: Carrollton, TX
Contact: Mark H. Glaser
Phone: 972-478-7933
Email: mark@promarkreps.com; sales@promarkreps.com

TX
Primary Business: Since 1986, Pro-Marketing Group Inc. has provided exceptional products and service to Promotional Products Distributors and Advertising Agencies in the Southwest. As a Factory Direct Multi-line Representative, we specialize in associating with suppliers that have the HOTTEST products in our industry and customers that appreciate unique solutions to meet their clients' needs.

SOUTHWEST INCENTIVES, INC.
Based In: Richardson, TX
Contact: Don Rainwater
Phone: 972-437-4400 237
Email: donr@swii.com

TX
Primary Business: Southwest Incentives represents top brand-names in Texas, Oklahoma, Louisiana and Arkansas. Our focus is listening and tailoring product recommendations to fit specific demographics and budgets. Audiovox, Bushnell, Coleman, Electrolux, FujiFilm, PMC/Almo, Premium Bag, Premco, Replogle Globes, Seiko.

INTERMOUNTAIN PREMIUM INCENTIVES
Based In: Salt Lake City, UT
Contact: Roger Wood
Phone: 801-967-5445
Email: roger@ipincentives.com

UT
Primary Business: IPI is a Direct Multi-line Manufactures Representative. We cover the Intermountain west (UT, CO, AZ, NM) representing name brands like Samsonite, Audiovox/RCA, Citizen, Bokoo Bikes, Athalon and Nambe. We also represent MRC’s like TopBrands, TCMPI and O’Toole and Associates.

BRANDSOURCE INCENTIVES
Based In: Bellevue, WA
Contact: Vilia Johnson
Phone: 425-883-8905
Email: vilia@brandsourceincentives.com

WA
Primary Business: Manufacturers representative to the corporate incentive and promotional industry featuring best in class retail brands for electronics, timepieces, crystal, outdoor living, sunglasses, luggage, and gourmet food. Bose, Bushnell, Canon, Dooney&Bourke, Fuji, Maui Jim, Movado, Samsonite, Trek, Tumi.
RMB ENTERPRISES, INC.
Based In: Downers Grove, IL
Contact: Renee M. Beck
Phone: 630-971-2626
Email: rmbent1@aol.com

WI
Primary Business: Representing major brands to the incentive market in Wisconsin. Includes gas grills, electronics, housewares, small electronics, gourmet food, fitness equipment, designer handbags, and other outdoor equipment.

SALES & MARKETING ASSOCIATES
Based In: Germantown, WI
Contact: Michael J. Evans
Phone: 262-255-6300 x114
Email: mevans@smareps.com

WI
Primary Business: Professional and comprehensive representation for the manufacturers. Provides goods and services to the premium and incentive industry, as well as fulfillment services.

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