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CANADIAN INCENTIVE MAGAZINE

SUMMER 2007

THE MAGAZINE OF THE INCENTIVE MARKETING ASSOCIATION CANADA – COUNCIL

BUYERS' GUIDE 2007



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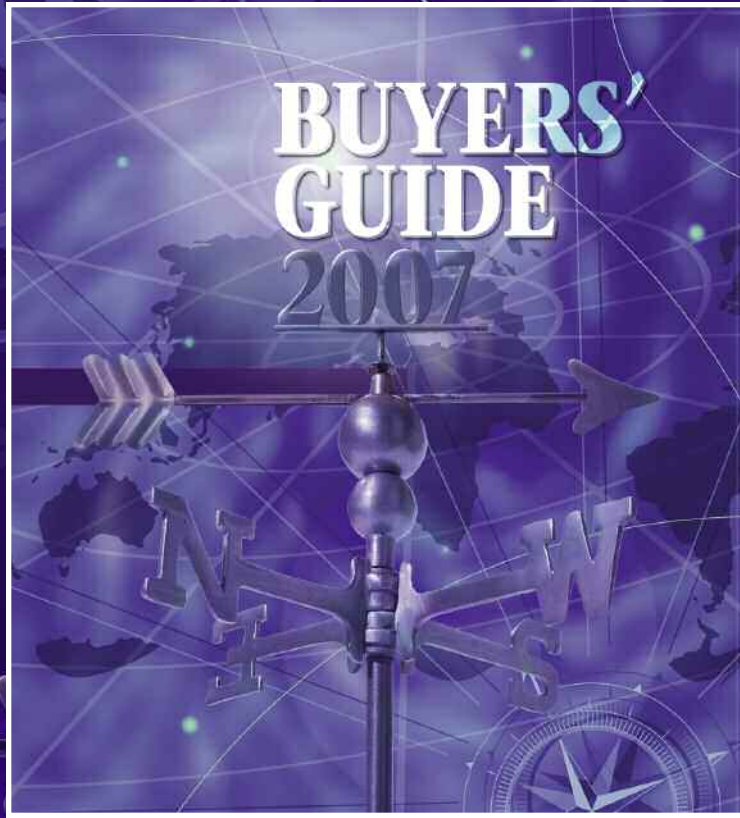
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Incentive to Navigate

As I write this message for the *Annual Buyers' Guide*, the summer has arrived and vacation planning is in high gear. Not only will it be a busy time for holidays with your family and friends, but it will be a key time to start thinking about the upcoming fall/winter season. While that seems a long way off, it will be upon us before we know it and hopefully this issue will help you in that respect. There are many great ideas and sources within this issue designed to assist you in ensuring that your incentive programs are exciting and successful.

Before I mention what's to come, let me say thank you to all who participated in our recent 3rd Annual Golf Tournament at Lionhead. Participation comes in many variations, from our golfers to our sponsors and generous donors of prizes, services etc., to the volunteers who helped make this most recent tournament a resounding success. This will be a hard one to top for 2008 but planning is already underway.

Our next power breakfast is slated for September 11, and for those in the GTA who have never attended one of these seminars, I encourage you to do so. It's a great chance to learn and meet your colleagues in the industry. Please look for the information on our Web site at www.imacanada.ca.



Our Navigate the Incentive World theme in this issue helps deliver the message of how connected we all can be in this industry by using the tools at our fingertips. The RepLink search engine (now available for the Canadian market) is a valuable resource for helping resellers search for the products and services they need for their clients.

If you would like more information on RepLink visit our Web site. This guide and the advertisers within, whether they be located in Canada or other parts of the globe, are all striving toward the same purpose: to bring you more information and products that help make your programs interesting and fulfilling. Our Canadian partners are constantly working with our global counterparts to bring a unified message and exciting products and services that we hope you will find useful.

If there is anything in particular that you are searching for, whether it is information on the market or products, please let us know. We will do our best to bring it to you.

Have a great summer!

Lynda Gallant

Lynda Gallant, President
IMA Canada - Council



Incentive Marketing Association Canada - Council

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IMAC-C's PRIMARY GOALS

To build awareness within the corporate community on how to effectively use incentive programs to motivate employees and customer groups, with the ultimate goal of improving corporate performance

2007

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Citi Acquires Ecount, Inc.

CITI MARKETS AND BANKING ANNOUNCED THAT IT HAS ACQUIRED Ecount, Inc., the leading provider of corporate prepaid card solutions, based in Conshohocken, Pennsylvania. Ecount's products will be integrated into Citi's global transaction services business, strengthening the firm's cash management platform for corporations, financial institutions and governments.

Ecount has provided customized prepaid card solutions for corporations looking for simple and convenient ways to deliver payments, including compensation and promotions. Established in 1997, the company serves a base of more than 1,200 corporate clients across North America. Ecount's paperless payment solutions allow corporations to reduce costs, strengthen brand awareness and increase efficiencies.

This acquisition strengthens Citi's leading position in global payments in the U.S., and it enables the launch of similar prepaid card solutions worldwide. The prepaid card market is experiencing high growth and is currently estimated at more than \$2 trillion worldwide, as corporations and consumers continue to move from paper cheques to electronic-based payment methods.

Incentive Technology Council's New Name Reflects Expanded Mission

AFTER ACCOMPLISHING ITS INITIAL OBJECTIVES, THE ONLINE INCENTIVE Council, a strategic industry group of the Incentive Marketing Association (IMA), has embraced an expanded mission and changed its name to the Incentive Technology Council.

Founded in 2002, the council originally organized to promote the use of online incentive and recognition programs through research, education and information. In five years, the corporate community has embraced online programs as strategic tools to communicate, deliver and track performance improvement solutions. In 2005, 25 per cent of respondents to the Incentive Federation's *Study Conducted Among Current Users of Merchandise and Travel items for Motivation/Incentive Applications* indicated they ran programs online, compared to less than 15 per cent in 2003.

With use of online incentive programs steadily increasing, council president Paula Godar CPIM, Maritz, commented, "We are ready to broaden the council's objectives. Our name change to the Incentive Technology Council (ITC) reflects our expanded mission to define and promote online incentive program best practices. We can be instrumental in helping organizations apply well-designed incentive programs and cutting-edge technology to maximize their incentive and motivational program success."

To this point, a recent study conducted by Wichita State University researcher Dr. Victoria Shaffer, PhD, on behalf of the council, found that few companies that utilize online incentive programs incorporate an ROI/Results analysis, though close to 40 per cent of respondents thought this analysis would be useful. Incentive Technology Council members can assist their clients incorporate clear and measurable program objectives to track and measure program results.



Volume 3 • Number 1
Annual Buyers' Guide 2007

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**CANADIAN PUBLICATIONS MAIL PRODUCT
SALES AGREEMENT 40801507**

Return undeliverable Canadian addresses to

Cutting Edge Communications, Inc.

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Produced and published for the
Incentive Marketing Association
Canada - Council

Canadian Incentive Magazine
and the *Annual Buyer's Guide*
yearly subscriptions are available
for \$29.95 (plus applicable taxes)

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Postage paid in Winnipeg
Printed in Canada



SITE Partners with Incentive Travel Exchange

THE SOCIETY OF INCENTIVE & TRAVEL Executives (SITE) announced it has entering a partnership with the Incentive Travel Exchange event owned and managed by Questex Media Group, Inc. The Incentive Travel Exchange is an invitation-only, appointment-based event catering exclusively to the incentive travel market. The formula brings together North American buyers with pre-qualified suppliers and consists of pre-arranged one-to-one meetings.

“The Incentive Travel Exchange is an event that holds significant opportunities for our members who specifically seek a structured business meeting forum,” said Brenda Anderson, CEO of SITE. “Our partnership will raise awareness of this event and provide industry leaders from around the globe the opportunity to conduct meaningful exchanges in an effective platform.”

The announcement came during the second annual Incentive Travel Exchange, June 25-27, at the Hotel at Mandalay Bay, in Las Vegas, where more than 150 industry professionals are currently conducting business and building their network. For more information on SITE, visit www.site-intl.org.

IMA-CC Annual Golf Tournament a Success

IMA CANADA-COUNCIL HELD ITS 3RD ANNUAL Golf Tournament, May 29, at Lionhead in Brampton, and the event was a tremendous success. “The weather couldn’t have been better, the facility was amazing and the turnout was the best ever,” said Lynda Gallant, president, IMA-CC. “A very special thank you to all our corporate sponsors who donated silent auction, raffle prizes, as well as items for our gift bags for the event. Thanks as well to Allison Hannah from Starlight Starbright Children’s Foundation who came out for the event and spoke to our participants about their foundation. We look forward to seeing you next year.”

Fairmont Hotels & Resorts Onboard with New Airline Partners

FAIRMONT HOTELS & RESORTS HAS ANNOUNCED IT HAS marketing alliances with several new international airline carriers including United Airlines, Lufthansa Airlines and Cathay Pacific. Effective immediately, guests staying at Fairmont’s collection of distinctive hotels and one-of-a-kind resorts around the globe will have the opportunity to collect air miles in the respective carriers’ frequent flyer programs.

With the Fairmont portfolio poised for significant international growth, the new marketing relationships are an excellent complement to the brand’s existing roster of frequent flyer program affiliations, a group that includes other airline partners such as American Airlines, Air Canada, Emirates and Alaska Airlines.

Guests on qualifying stays will now have the opportunity to earn frequent flyer miles in United Airlines’ Mileage Plus program, Lufthansa Airlines’ “Miles and More” program, or Cathay Pacific’s Asia Miles program.

NAER Changes Name, Launches New Brand Identity

THE NATIONAL ASSOCIATION FOR EMPLOYEE RECOGNITION (NAER) has announced that it will change its name to Recognition Professionals International (RPI). The name change comes following extensive research and membership and stakeholder interviews and surveys indicating that a new brand was needed to reflect the organization’s global membership and professional image. Regardless of the name, the organization remains the only professional organization at the forefront of workforce recognition through its focus on recognition innovations and education as a systematic method for improvements in the workplace.

The new name, Recognition Professionals International, and the tagline, “Encouraging Excellence,” were launched at the organization’s 10th Annual Conference in Savannah, Georgia, on May 1. According to executive director Christi Gibson, “Our new brand speaks to our mission to provide professional education and define best practices in the field of recognition. Our new name also aligns more closely with our Certified Recognition Professional designation.”

RPI continues to be the only non-profit association offering a certification program on recognition strategy and implementation. In addition to the new name and new logo, a new Web site has been launched at www.recognition.org.



Reading, Writing... Rewarding

Back-to-school season an excellent marketing opportunity for the Canadian incentive industry

By Ian Tizzard



How can the incentive market not capitalize on the back-to-school season? Parents need a reward after having the kids all summer long, and kids heading to another year of achievement could use a treat or two to help keep them motivated.

Some programs target students directly – marketers enter university and college along with students every year. But much of the domestic incentive industry seems to rely on parents involved in their work-based programs to redeem points for items their kids will need for the year ahead. Either way, with so many students needing everything from computers to pens the back-to-school season offers a marketing opportunity for the whole incentive industry.

**JOANNE ALLEN
VICE-PRESIDENT, SALES AND MARKETING
NATIONWIDE PREMIUM SALES**

As a Toronto-based incentive products distributor, Allen says the back-to-school season presents a marketing opportunity every year. “Parents redeem for their kids until the middle of September,” she says. “We start planning early, getting products in our inventory starting in June for late summer and September redemptions.”

Allen says this year she expects Nationwide’s Panasonic Toughbook portable computers to move quickly, as well as the digital IC voice recorders in stock. “University students get a little tired and don’t take

notes in class. They can just record the class and download it to their computer,” she says. “And the Toughbooks are always popular because of their reliability.”

**BRIAN WILKS
VICE-PRESIDENT, OPERATIONS
PERFORMANCE AWARDS GROUP**

The program developer and product distributor echoes what many others say: there is an increase in redemptions and other incentive program activity in late summer. “We always see a post-Labour Day spike when everybody gets back to work,” says Wilks. He can’t say that back-to-school needs and trends necessarily raise the spike, but the products he sees moving make him think students are in for a treat.

“We see lots of season-related redemptions through summer,” he says, but he agrees that parents likely use points and stored value from their own incentive programs to gift their kids with needed equipment. “It’s computers more so at this time of year; laptops and that kind of thing.”

**JANE QUINN
SALES MANAGER
REPLOGLE GLOBES, INC.**

Replogle has sold globes in the Canadian retail market for years, but it only recently entered as a distributor in the domestic incentives market. “Back to school is a wonderful time for us,” says Quinn. “It’s the second biggest time of year outside Christmas.” With customized orders to boost its 75



standard models, Replogle Globes produces about 500 different globes a year.

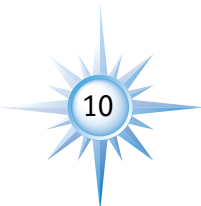
But while thoughts of school days inspire people to choose globes as gifts, Quinn says globes gain lasting importance for entire families. “When you’re watching TV news or reading the newspaper, globes are the quickest way to find out where things are happening,” she says.

“They can become heirlooms,” says Quinn, bragging about her company’s updatable globe program. With the program, customers can replace their globes when political boundaries change at wholesale cost. A chief and an assistant cartographer keep a watch out for possible changes. Quinn says the biggest boundary changes recently occurred in northern Canada, Eastern Europe and Central Asia.

**GREG CHRISTIE
PRESIDENT
OAK INCENTIVES GROUP**

Christie says product incentives geared towards purchases or changing behaviours work well with university- and college-aged students. He says manufacturers can do well by running rotating programs, monthly from September to November. That takes advantage of the settling into school period and makes a nice bridge into the Christmas season.

“We have a lot of products suitable for a university- and college-age audience,” says Christie. Generally electronics get brand recognition and do well with them. “Whether it’s portable





DVD players or MP3 players, recognized brands have a high profile in this market.”

But Christie also suspects many parents redeem their stored rewards and points from work for their kids. “It’s a looser link, but I think there’s a trend towards that purpose,” he says. Besides electronics moving at this time of year, Christie says Jamis bicycles move a lot in late summer and early fall. “I think people are getting them for students who need transportation to school. And I’m stretching, honestly, but I think a lot of people choose small appliances as a practical redemption for students they know who are setting up their first home away from home.”

ANDREW NEWCOMB
DIRECTOR, CORPORATE DEVELOPMENT –
GLOBAL STORED VALUE
ECOUNT, INC.

New to the Canadian market, this Citigroup company provides prepaid Visa cards, which their clients use as incentives for employees and customers. Newcomb prefers the universal spend option of a prepaid card over product catalogues and single-merchant cards that he says require too much guesswork about what the incentive receiver wants.

In fact, Newcomb says businesses giving away Ecount’s cards often get their gift right back. “A lot of customers spend the reward at the provider,” says Newcomb, who sees information that identifies where

recipients use the cards. “The cards drive spending right back to the store that provided it.”

Newcomb says good program results come from “planning an event and building a program around it,” an outlook that makes almost anything a marketing opportunity. “But back-to-school is a good time for our cards to be used, matching a seasonal need,” he adds. “And that resonates well with people’s desire to see students move forward.”

For sales incentives, Ecount does a lot of work with telecommunications providers. “They’re always busy at back-to-school time with students setting up cell phone and Internet accounts,” Newcomb says. **CIM**

Ian Tizzard is a freelance writer and regular contributor to Canadian Incentive Magazine.

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MARKET SEGMENTATION

You probably have an exhaustive amount of demographic information about your clients: how old they are, where they live, what they do, how much they earn and, most importantly, what they like. But do you have the same sort of information about your employees?

When you're designing or revising an incentive program, your employees are your clients—and it's just as important to understand them if you want to motivate, inspire and retain them.

"This is about being able to capture someone's imagination and attention," says Kerry Shapansky, president and CEO of Pareto Corp. of Toronto. A Pareto subsidiary, Elevate, runs Aeroplan-based incentive programs for some 50 companies.

These days, many workplaces are more diverse than ever before. Baby boomers rub shoulders with Generation Y, new Canadians with old money, luxury lovers with granola crunchers...the list is endless. And among this increasingly varied group, one person's treasured reward might hold no interest for his or her colleague.

WHAT'S YOUR TYPE?

In a recent U.S. study, Maritz Inc. found that employees could be grouped into six broad incentive "types," as follows.

Award seekers (22 per cent of employees surveyed) are younger, on average, than members of other groups. Almost six in 10 are female. They like rewards with both trophy and monetary value, such as gift cards and trips, but aren't terribly interested in workplace-based rewards, such as mentoring opportunities.

Nesters (20 per cent) are a bit older than average, and slightly more than half are male. Very family-focused, they dislike conferences and incentive trips that take them away from home. Rewards that help them balance work and family responsibilities, such as flextime, will appeal to them. They also like treats they can share, such as restaurant dinners.

Bottom liners (19 per cent) could be described as the "show me the money" crowd. Often dissatisfied with their jobs, they respond to cash bonuses and programs that let them earn points to trade for merchandise. Almost six in 10 are female.

Freedom yearners (17 per cent) are almost the direct opposites of bottom liners. They're not really interested in money or merchandise, probably because they already have lots of both—22 percent of them earn six figures, the largest proportion of high earners among the groups. The majority are male and/or over 45 years old. Flextime, conferences and opportunities to take on challenging projects inspire them.

Praise cravers (16 per cent) take pride in a job well done, so praise from peers and bosses motivates them more than anything, including money, trips, merchandise and flextime. Slightly more than half are male.

Upward movers (8 per cent) have the greatest job satisfaction of any group. They want to stay with their company and move up the ladder. Almost seven in 10 are male, about one third are executives, and more than four in 10 are under 35. Cash, days off and flextime don't appeal to them. They prefer status awards, meals with senior executives and opportunities to work with people outside their area.

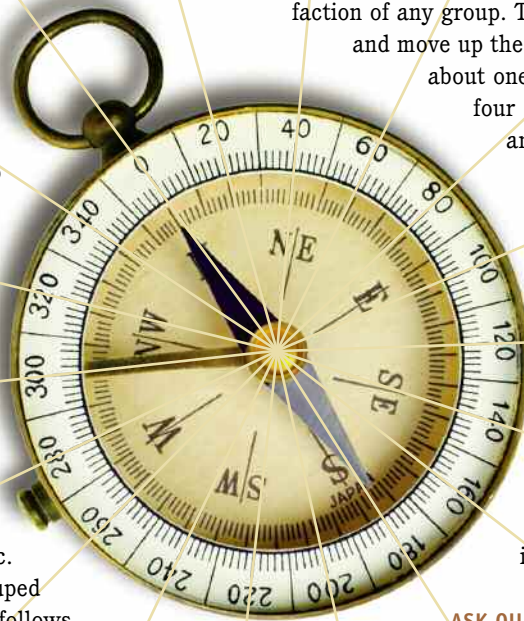
From this list, it's clear that the days of the "one size fits all" incentive program are long gone. So how do you evaluate your employee mix and develop a program to match? In a nutshell: ask questions, and be flexible, observant, objective and inclusive.

ASK QUESTIONS

Years ago, companies planning incentive travel simply picked a destination and gave employees a registration form they could use to provide information on their travel companion and preferred activities. "That type of incentive can't be handled in the same way [now]. If you just send out a registration form, it can backfire," says Joni Krueger, director business development, incentives and groups, with Mississauga-based itravel2000, Canada's largest online travel retailer.

For example, printed registration forms for trips used to be designed on the assumption that that employee's travel companion would be his or her opposite-sex spouse. But these days, employees may ask to bring along a parent, child, friend, sibling or same-sex spouse—and if the registration form doesn't accommodate all the possibilities, resentment may ensue.

Krueger's company often creates a private Web site for incentive travel clients that allows employees to fill out a



By Laura Byrne Paquet



KNOW THY END-USER

detailed, open-ended questionnaire that sensitively collects information the company needs to design a satisfying trip, without impinging on employees' privacy.

BE FLEXIBLE

"Respect your participants. Give them breadth of choice," says Shapansky. Employees at Elevate's client companies collect Aeroplan® miles that can be exchanged for a range of rewards, including travel, merchandise and services.

Since many of Elevate's clients ask the company to set up an online portal for their rewards program, an expansive range of rewards can be tweaked infinitely. "The notion of a [paper] merchandise-based catalogue is something we used to hear clients ask for a lot, but we find clients really shying away from that approach," says Shapansky.

He gives the example of television sets, once a popular prize in company contests. Back in the days when Gilligan's Island ruled the ratings, simply offering a colour TV could get employees excited. But today, there are many choices in televisions: LCD, plasma, high definition, wide screen, you name it. Let your employees choose.

Flexibility can also be built into something like an incentive travel trip. "[In] some cultures, family is very important," Krueger notes, adding that employees from those cultures will be reluctant to take a reward trip without their spouse and kids. However, the company may not have the budget to pay for an entire family to attend. A good compromise, which Krueger has used with several clients, is to allow employees' family members to join the trip at their own cost.

Such programs can be particularly crucial to building employee morale, says Krueger. High-achieving employees often spend long days at the office and need support from their families. Getting spouses and kids to feel warmly towards the company can pay many dividends. But, warns Krueger, "If you want to get on the side of the family of the person who works for you, you've got to address their concerns." That includes making sure there are enough appropriate activities at the destination to keep family members amused while employees are engaged in teambuilding exercises.

BE OBSERVANT

Sometimes employees will tell you more by their actions than they will through a questionnaire. Elevate tracks participants' activity on its online portals and tailors its communications to match. If an employee clicks several times on a particular reward—say, a clubbing weekend in Manhattan—it's clear that item has a strong appeal for that person. Elevate's automated systems can send tailored e-mails to each employee, based on their surfing history, encouraging them to do what they need to do to earn their dream reward.

Shapansky mentions a national preference for reward programs that allow people to collect miles or points both inside and outside the office. In an Aeroplan program, for instance, employees can earn points on their Aeroplan card, through retailers like Esso and via other partners, as well as at work. Such multifaceted programs are "more popular in Canada than anywhere on earth," he notes.

Simple observation will also tell you many things about large groups of employees. For example, Shapansky notes that "Generation Y are pretty cynical about programs. They want spontaneous rewards. They want them now." Older employees may be more inclined to save up points or to participate in long-running contests.

BE OBJECTIVE

Just because you think something is a great reward doesn't mean your employees will. Age, income, culture and other factors all play a role. For instance, Shapansky says the Aeroplan program is particularly well suited to high-earning salespeople who fall squarely within the plan's demographic. However, it might not work well for lower-income employees. Since they are less likely to be existing Aeroplan members, it will take them longer to earn significant rewards.

BE INCLUSIVE

Ensuring that incentive programs and their ancillary communications are inclusive of diverse ages, genders and cultures just makes good business sense. After all, if people don't see a program as relevant to them, they won't be inspired by it. That communication can be as finely tuned as the pictures on the gift cards you distribute to employees.

"An agency will ask us for 100,000 gift cards, and there might be five different faces...so the client can segment as much as he wants," says Harvey Caron, who's in marketing and sales with Montreal's Pentagon Graphics, one of North America's leading manufacturers of phone, cellular, transit, loyalty, membership and gift cards.

SO WHAT'S THE MESSAGE?

The experts agree: understanding your employees is one of the keys to creating an incentive program that works. Keep factors like culture, gender and age in mind, then make sure your program is flexible and responsive. Just remember the mantra: in 2007, one size definitely does not fit all.

CIM

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FROM OBJECTIVE TO DELIVERY

When executives with Boomerang Tracking Inc. were considering implementing an incentive program, they could have just reached in a hat and tried any ol' program.

Instead, they did their research, took their time and the strategy paid off with a significant jump in sales of their stolen-vehicle tracking devices.

The company's blueprint for success was the food for thought at the Incentive Marketing Association – Canada Council's Power Breakfast in May.

Marc Roth, Boomerang's Canadian marketing manager, outlined for guests the steps the company took before, during and after it developed its Boom-Rewards incentive program for new-car dealers who sell their devices.

"Going through every step and not just jumping into a program is really the key," Roth says. "Did it take us a little longer? Absolutely. Could we have launched it in a month versus six months? Absolutely.

"But what I found was that first understanding the market, understanding who's selling it and then going through the process of designing a program specifically to the market was really worthwhile in the end for us."

ON THE RIGHT TRACK

Boomerang Tracking Inc. started 12 years ago in Quebec and became the

leader in stolen-vehicle tracking technology in Quebec, B.C. and Ontario.

In 2004, the company was acquired by LoJack Inc. The worldwide leader in stolen-vehicle recovery devices has offices in approximately 25 countries.

The devices, which use cellular or radio frequency technology, are installed covertly in new cars at dealerships.

Before Boomerang launched its incentive program in the spring of 2005, executives conducted direct-market research to find out who was selling the devices, what they liked and disliked and whether it would be useful to have an incentive program.

Surveys were sent to about 300 dealers in the greater Toronto area.

Results revealed a lot of competition at new-car dealerships in terms of the number of goods and services dealers could offer customers, sometimes up to 30 items in a "basket," Roth says.

Seventy-seven per cent of respondents said having an incentive attached to an item in that basket would influence their selling approach, and 94 per cent said they would be more likely to sell one of those products if it offered them an incentive, he says.

Because of the large number of items in the basket, there was a need to distinguish Boomerang's products, Roth asserts. "A greater amount of

their compensation package at that level is coming from products like ours, so the more compensation and margin that we can give them as a product the better."

Communication and staying in the minds of dealers was also crucial, and one way to accomplish that was through a rewards program that led to extra contact.

Some competitors' products also had incentives, but it was a minority and not many were customized to the car-dealer channel.

"They're kind of just out of the box – you get \$2 for this and \$4 for this," Roth says. "Our program, when we designed it, was tailor-made to the way that we sell and what we sell and what we want them to sell."

The company sells two types of units and each has five different service terms, from one to five years. The cost difference between the Level 1 and Level 2 units was \$200. Service terms were \$170 for one year and \$600 for five years.

A decision then had to be made about whether Boomerang would attach an incentive to the sale of a unit, the service term or both, Roth says.

Some factors considered included margin flexibility, the sales drivers and what behaviours the company wanted its dealers to have.

It was decided dealers would get 300 points if they sold a Level 1 unit



RESEARCH PUTS BOOMERANG TRACKING IN THE DRIVER'S SEAT

By Judy Owen



with a one-year term and 1,000 points for the Level 2 unit with a five-year term.

It was also important not to oversell the luxury unit at the expense of the Level 1 unit, so the points were calibrated between the two products and raised to 400 to 1,200 points, respectively.

The next step was choosing the type of reward a dealer could get – cash, gift certificates or something from a points catalogue system.

“We evaluated it based on the perceived value of the reward, the choice participants have in redeeming them as well as the brand touch points that we’re able to attach to those rewards,” Roth says.

“What we found is that with a points catalogue they have to go online, register and claim online. Then when they get material, it’s all branded with the program, so we found the maximum number of brand touch points, as well as the perceived value and choice, was best having an online points catalogue system versus gift certificates or cash.”

A catalogue also seemed better suited to the wide-ranging pool of dealers, which included young adults, single mothers and people in their 60s.

“Choice was a big thing,” Roth says, adding items range from a Cineplex movie package for two (412 points) to a mini Cooper car (330,000 points).

PUTTING IT IN “GEAR”

Boomerang rolled out its incentive program in three phases. First it was done by paper – mostly by fax – to get the program up and running. Next, the program went online. The third phase addressed the age-old battle of cash versus points.

Boomerang decided to also offer participants a cash card, which was an American Express card branded with Boomerang that could be loaded with an amount based on the number of points a person had in their account.

“That would allow us to have the benefit of the wallet collateral – so every time they opened their wallet they’d see our brand – and the ability of some users who wanted it to just go out and pay for dinner or pay for gas or pay for something on the fly,” Roth says.

This spring, Boomerang did another survey with members of its incentive program that focused on four major facets.

Their motivation to sell the Boomerang product because of the incentive program: Ninety-one per cent said they were more motivated to sell it since the program began.

Up-selling: Seventy-eight per cent said they were motivated to up-sell the unit or the service, and 45 per cent of that 78 per cent said they’re likely to up-sell both.

Claim time: Ninety-two per cent said they were satisfied, and 54 per cent

said it was fast or very fast. (When the program was paper-based, it took 7.4 business days from the time a unit was sold until points were in an account. When the program went online, the claim time dropped to 4.8 days, just under the company’s five-day goal.)

How the Boomerang program compared to other programs in basket: Thirty per cent of dealers said it was more motivating than any other program while 60 per cent said it was at least as motivating.

In the end, the incentive program produced two major bottom-line impacts, Roth says. One was as a habit changer for salespeople, the other as a sales driver.

Twenty-five per cent of dealers shifted their sales behaviour, he notes.

And when he looked at the average unit sales per salesperson per month, the salespeople in the Boomerang program sold an average of 12.3 units per month compared to 4.7 units per month for dealers who opted not to be part of the program.

“It gives me a good indication that we’re certainly on the right track as far as having understood who we’re selling to, understanding how they sell and then fitting in an incentive program that really matches those two things,” Roth says.

CIM

Judy Owen is a freelance writer living in Winnipeg. > owenhouse@shaw.ca.



Incentive by Design

New system puts incentive programs in the customers' hands

By Jodi Ferguson



A founding member of IMA Canada has launched an exciting and innovative new software product that will allow its users to design their own in-house rewards programs on demand.

Carlton Group Inc. is a relative newcomer to the Canadian incentive market, having launched its first online application in 2000. Since then, the company has grown exponentially, adding dozens of blue chip clients. Carlton Group is now upping the ante on the competition with the introduction of Power2Motivate™, the only “on-demand” system in the market today. “We designed P2M™ to enable our clients to create and manage their own programs,” says Rob Purdy, CEO of Carlton Group and past-president of IMA Canada. “All the tools are there.”

Power2Motivate is very different from traditional managed online rewards programs. The biggest difference – and likely a major selling point – is the pricing structure. Clients are not charged for P2M software because they create and modify the system themselves. However, clients are not left completely without resources because a “motivation coach” is assigned to each account to help answer business questions or solve technical and programming issues. Users pay only for the points they award with no setup or ongoing management fees.

“It’s a very unique business proposition for clients. It’s also compelling for medium-sized businesses because managed systems can be very expensive,” says Purdy.

A three-minute Flash tour at

www.power2motivate.com explains how the program works. Key to the program’s success is its vast rewards database. Through Carlton Group, Power2Motivate offers everything from event tickets to online travel and its association with Amazon gives its users access to millions of other reward items. Its delivery system is one of the best in the business with rewards being shipped anywhere within North America within three to five business days.

The program was launched at the end of February and has already gained a strong following, Purdy asserts.

Elmer Saslo, director of information technology with Corporate Sport Inc. in Fairfax, Virginia, previewed 12 different points programs before settling on P2M. After just a few months of using P2M with a few clients, Saslo says the feedback has been “absolutely amazing.”

“They’re able to connect with their participants in a way they haven’t before,” he says. “This is by far the most scalable and customized application I’ve seen.”

P2M is very modular, offering “unparalleled” flexibility that can meet client needs in a way not offered elsewhere in industry, even for very small companies with tight budgets. “P2M gives us the ability to offer a much broader range of recognition capabilities than we ever were able to offer before,” Saslo says.

The new system also allows clients to recognize and reward employees for specific skills and accomplishments from a managerial level. “It really allows us to put the program operation more into the hands of the client,” he notes.

Cotton Candy Inc. is a company that is working with Carlton Group to market P2M in Canada. Company president John Houlding says the introduction of P2M is shaking up the incentive world and he predicts the new system will cause huge changes in the industry.

“The software they have developed is fantastic because it’s basically the same massive software used by Fortune 500 companies but in a generic scaled-down version anyone can use,” Houlding says, adding P2M has all the “bells and whistles” of a big program without the ongoing management costs.

The beauty of P2M, Houlding says, is that it gives Human Resources personnel the flexibility to develop their own rewards systems.

INCENTIVE FOR CHANGE

Carlton Group spent nearly two decades as a promotional consulting agency helping clients to develop and execute sales promotions. That continued until 2000, when Carlton Group was approached by a pharmaceutical company that wanted a proprietary system to allow them to manage an incentive application. The online system handled very sensitive information and had to be secure.

It was a first for Carlton Group, but it launched the company on its new path as developer of incentive systems. “We had no experience other than we handled catalogue-based, incentive programs to that point. Everything was to be integrated and completely online,” Purdy recalls. From that point, Carlton Group transformed itself from a paper-based incentive provider into automated online systems creating IMS, a proprietary software solution that can be customized to meet the needs of any client. Although the new system was not the only one of its kind, it did represent a massive shift both in the industry and for Carlton Group, he says.

“It was a marvelous transformation for our company. All of a sudden our clients looked at the capabilities of IMS and several converted immediately from paper to online.”

Integrated Management Systems (IMS) is a managed software application which can be customized to each client's particular application. It allows for incentive and recognition, online training, online promotions and sales force automation.

The incentive and recognition module can be engineered to focus on consumer, employee or sales initiatives. Online training is linked to the incentive and recognition module for employees who perform well in online training. Online promotions utilize games and other "involvement devices" to help build added excitement and participant engagement. Sales force automation offers a wide array of functions from field intelligence-gathering to tracking sales rep activity and enables managers to track the daily performance of sales teams in real time.

FORMULA FOR SUCCESS

Helping clients boost employee performance has been the key to the success of Carlton Group. Today the company provides clients with a choice of either P2M™ or a customized application; however, the basics for every client initiative remain the same.


Purdy says the team strives to understand the true needs of each client and then develop and recommend the best product to boost their performance. That involves everything from learning more about a company's product, their target markets, current and past marketing successes, engagement research, along with many other elements.

Purdy also believes that training is critically important in boosting performance. Properly trained sales representatives will sell more product right out of the gate and the use of incen-

tives can boost those sales results even higher, he says. "This is especially true for brands that sell through indirect channel partners such as dealers; online training can dramatically elevate the knowledge level of your product which improves the sales reps' ability to sell your product or service."

Carlton Group was a founding member of IMA Canada and continues to play an active role in the association today. "Because we believed in this industry, we helped form the incentive association in Canada," says Purdy. He adds that IMA Canada has been a great success story for the Chicago-based association – with Canada being its first international chapter. **CIM**

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 If you would like to learn more about the IMA Canada – Council or are interested in becoming a member, visit www.imacanada.ca

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June Survey Results

In June, the Incentive Marketing Association-Canada Council ran its fourth quarterly online survey. Previously, the surveys focused on the incentive industry in general. This time, the survey put *Canadian Incentive Magazine* under the microscope.

By Ian Tizzard

Thank you to all those who participated in the survey. Your efforts help us improve every aspect of the Canadian incentive marketplace – expect it to get bigger and better. *Canadian Incentive Magazine* fared well under scrutiny from our respondents. The magazine boasts a strong, growing readership; the various magazine sections give important and reliable

information; the advertisers match the needs of the readers; and readers enjoy and learn from the magazine in ways that help push the Canadian incentive market forward. In short, the magazine stimulates the market in positive ways. And now, the magazine knows how to become even more relevant in a dynamic and prosperous incentive market.

Q1 How long have you been reading *Canadian Incentive Magazine*? Since the premiere issue (Summer 2005) – 40 per cent; For approximately one year – 17 per cent; Less than one year – 30 per cent; This is my first issue – 13 per cent.

In two short years, the magazine gained and maintained a core readership, while attracting more readers along the way – we see the base growing as new readers join an established loyal core group. Our current and future readers can expect value for their time spent with the magazine, frequently returning to it as a valued source of information.

Q2 Overall, how would you rate the magazine? Select one. Excellent – 26 per cent; Good – 61 per cent; Fair – 13 per cent; Poor – 0 per cent.

Readers put a high grade on the magazine's worth. With a nearly 90 per cent approval rating, the magazine provides excellent value to readers we depend on. The questions following this one provide us with details of our particular strengths. Nevertheless, only 13 per cent rate the magazine as merely adequate. We will strive to become better than average by their standards.

Q3 How valuable do you find feature stories as a magazine element? 83 per cent excellent to good; 17 per cent fair to poor.

Q4 How valuable do you find Industry News as a magazine element? 82 per cent excellent to good; 18 per cent fair to poor.

Q5 How valuable do you find IMA-CC Surveys as a magazine element? 77 per cent excellent to good; 23 per cent fair to poor.

Q6 How valuable do you find Incentive Research as a magazine element? 79 per cent excellent to good; 21 per cent fair to poor.

Q7 How valuable do you find IMA-CC New Member News as a magazine element? 65 per cent excellent to good; 35 per cent fair to poor.

Q8 How valuable do you find Incentive Calendar as a magazine element? 78 per cent excellent to good; 22 per cent fair to poor.

Q9 How valuable do you find Beyond Cash as a magazine element? 74 per cent excellent to good; 26 per cent fair to poor.

Readers told us overwhelmingly that *Canadian Incentive Magazine* captures their interest with relevant news and information. Our feature stories gain the most praise, with 83 per cent approval, but every element scored high ratings. The responses tell us that readers most appreciate knowledge they can use, from the buzz of news to the basics of research. Incentive market players want to know about the latest available trends and ideas; to grow their personal knowledge; and, to help develop the most effective programs for themselves and their clients.

Q10 Are there other magazine elements that you find important? 74 per cent excellent to good; 26 per cent fair to poor.

- Advertisements – know who to contact for products and services to support my incentive needs
- Features
- Would like to see more case studies



Readers look to the advertising in *Canadian Incentive Magazine* for new products and services they can offer. High-visibility ads also give incentive market players new ideas and encourage diverse opportunities for growth and cooperation throughout the chain from supplier to end-user.

The comment on feature stories reflects our view of the strength of this element of *Canadian Incentive Magazine*. Readers want as much information as they can get from case studies that focus on industry best practices. Moreover, our readers sense the importance of idea sharing as a crucial way to ensure a healthy incentive market.

Q11 Are the products and services that are advertised in the magazine of interest to your organization? Select one.

Yes – 87 per cent; No – 13 per cent.

The statistical evidence here supports the above comment on advertising. Our readers look to our ads to find help and our advertised options catch our readers' interest. While front-line practitioners gain from what they learn in our ads, *Canadian Incentive Magazine* presents a great opportunity for suppliers in the incentive industry to reach more of their target audiences with products and services.

These responses lead us to see a growing sense of independence in the Canadian incentive market. We enjoyed seeing positive feedback for producing a publication based on unique content tailored to the domestic market. Though we remain part of a large North American market, Canadian incentive market practitioners recognize needs and opportunities distinct to Canada.

Relevant, shared information fuels the incentive market. With your input, we will continue to provide readers with universal knowledge aimed at their particular needs in a vital and vibrant market. **CIM**

NEW SURVEY QUESTIONS

IMA-CC Online Survey – Fall 2007. Tell us what you think.

Question 4 in the September 2006 survey explored the frequency to which organizations measure the ROI or impact of their incentive programs. Building on the insight that 76% of respondents measure between 50 – 100% of the time begged the next logical set of questions?

- 1 What type of criteria do you use to measure your incentive programs? Select all that apply.
 - Financial Results - Revenue/Profit
 - Activity - Behaviour/Effort
 - Productivity Results - Outputs/Units
 - Attitude Indicators - Employee Satisfaction, Customer Satisfaction
 - Feedback - from participants, stakeholders
 - Other, please specify
- 2 What elements do you typically measure/evaluate? Select all that apply.
 - Impact and/or program results
 - Effectiveness of the communications elements
 - Engagement of the participants (i.e.: online registration, login activity, etc.)
 - Reward preference or redemption patterns
 - Customer service or redemption experience
 - Other, please specify
- 3 At which intervals are you most likely to measure your program?
 - a) Before, to establish a benchmark
 - b) At launch, to ensure understanding and interest
 - c) During, to evaluate the engagement and participation
 - d) At the end, to calculate the results
 - e) After, to determine the impact

A - ALL of the above
 B - NONE of the above
 C - d only
 D - a & d only
 E - a combination of more than 1 but less than 5 of the above
- 4 What is your primary interest in the program results? Pick the most important for you.
 - To evaluate the effectiveness of the program structure/design
 - To determine the impact that the program had on business objectives
 - To justify the investment, demonstrate an ROI
 - To provide insight into the performance and behaviour of the participants
 - To validate ongoing need for program, protect budget for future programs
 - Other, please specify
- 5 What do you believe has the greatest impact on the overall results of a program? Select one.
 - Program design, rule structure
 - Program theme, creative communications
 - Ease of participation
 - Reward offering
 - Length/timing of the program
 - Other, please specify

Have your say by participating in our next survey. To complete the survey, visit www.imacanada.ca and click the link on the homepage. Look for the results in the Fall issue of *Canadian Incentive Magazine*.





per

WHO WE ARE

For many years, suppliers and service providers in the Canadian incentive and performance improvement marketplace have lacked the benefits of a unified voice that is solely focused on the needs of the industry as a whole. **Now they do!**

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DO I QUALIFY?

Membership in IMA Canada-Council is limited to qualifying IMA member companies which:

- 1) are actively engaged in the Canadian incentive industry
- 2) are sponsored in writing by at least one IMA Canada-Council member
- 3) agree to abide by the IMA and IMA-CC bylaws and policies

For more information, visit www.imacanada.ca

To join IMA Canada-Council, including membership in IMA-US, contact
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- Automatic voting membership in IMA-US – a \$450.00 value!
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- *Canadian Incentive Magazine* – educating end users on one of Canada's fastest-growing industries
- *Performance Review* newsletter updating members on important industry developments
- IMA-CC will continue its work with RepLink to steer the industry towards a common database making incentives easier to manage and simplifying the process for new manufacturers to enter the Canadian marketplace
- IMA will continue to undertake research on a broad number of key issues that drive our industry. IMA members have preferred access to these valuable tools that clearly support the effectiveness of incentives and recognition programs
- IMA-CC specialized committees provide in-depth thought and dialogue on key issues in our marketplace

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IMA-CC has added the *RepLink Search Tool* to its Web site. Now, more than 100 leading brands with thousands of products are at your fingertips. Simply visit www.imacanada.ca and click on "Incentive Product Search" to bring up the page shown below.

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P: (630) 434-7779 / **TF:** 1-800-752-6312
F: (630) 434-1216
E: moti@heixpo.com
W: www.motivationshow.com
C: Nancy Petitti, Show Director
 The Motivation Show, September 25-27, 2007, at Chicago's McCormick Place, is the world's largest exhibition of motivational products and services. It features nearly 2,000 exhibitors of incentive and recognition programs, branded products and gift cards; recognition awards; motivational destinations, services, and attractions; promotional products and related technology and other services.

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 15 Albany Avenue
 Toronto, Ontario M5R 3C2
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F: (416) 533-8656
E: Linda@lindatarrant.com
W: www.linda.tarrant.com
C: Linda Tarrant, President
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W: www.uniquedevelopment.com
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W: www.janetchristensen.com
C: Janet Christensen, I.S.
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TO SENIOR MANAGEMENT

- Change employee behaviour to increase productivity
- Produce ROI
- Empower the workforce
- Generate results

TO EMPLOYEES/PARTICIPANTS

- Motivation to change behaviour to reach and achieve the goal
- Create a positive recognition experience
- Provide a wide selection of attractive, personalized rewards
- Foster open communication of appreciation
- Share it [the award] with their families

TO MANAGERS OF A P&I PROGRAM

- Efficient administration
- Timely delivery of awards
- Good selection of awards
- Provide accurate and timely reporting
- Achieve management's goals
- Good supplier relationship/partnership



Black Diamond Incentives Ltd.

219 Connie Crescent, Unit #8
 Concord, Ontario L4K 1L4
P: (905) 760-2525, ext. 23 / **TF:** 1-800-561-0606
F: (905) 760-2106
E: brianwilks@bdincentives.com
W: www.bdincentives.com
C: Brian Wilks, Vice President & COO
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F: (514) 832-0740
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W: www.bugatti.ca
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E: info@coasthotels.com
W: www.coasthotels.com
C: Colette Default, Executive Director of Sales
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C: Damian Ivers, President
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F: (604) 796-9374
E: sales@harrisonresort.com
W: www.harrisonresort.com
C: Ian Man, Director of Marketing
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W: www.nationwide.on.ca
C: Joanne Allen, Vice President Sales & Marketing
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E: lwhyte@seikocan.com
W: www.odysseystimeinc.com
C: Irene Whyte, Premium & Incentive Sales Manager
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W: www.sayitwithmusic.ca
C: Temi Kerr
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E: info@windjammer.com
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C: Roy Bower, Advertising Manager
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F: (905) 819-4490
E: tony.morra@airmilesincentives.com
W: www.airmilesincentives.com
C: Tony Morra, Director, Sales

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E: stevi.hanson@aeis.com
W: www.aeis.com/canada
C: Stevi Hanson, Vice President, Business Development - Canada
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E: Chris.Jones@bhnetwork.com
C: Chris Jones, Director, Business Development, Canada
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E: giftcards@cantire.com
W: www.ctgiftcard.com

C: Daniela Marchetti
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F: (604) 984-2263
E: giftcards@earls.ca
W: www.earls.ca

C: Taili Coates, Marketing Manager
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F: (610) 941-4660
E: sales@ecount.com
W: www.ecount.com

C: Karen Gross, VP, Sales Consultant
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TFF: 1-866-527-2674
E: paul.peios@essogiftcard.ca
W: www.essogiftcard.ca

C: Paul Peios, National Account Executive
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F: (770) 384-2824
E: robert_b_hatfield@homedepot.com
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W: www.homehardware.ca
C: Bill Ferguson, Director, Dealer Support
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W: www.lasenza.com
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F: (416) 216-7893
E: hbcgiftcard@hbc.com
W: www.hbc.com/b2b
C: Dawn Carpenter, Manager, Hbc Gift Cards
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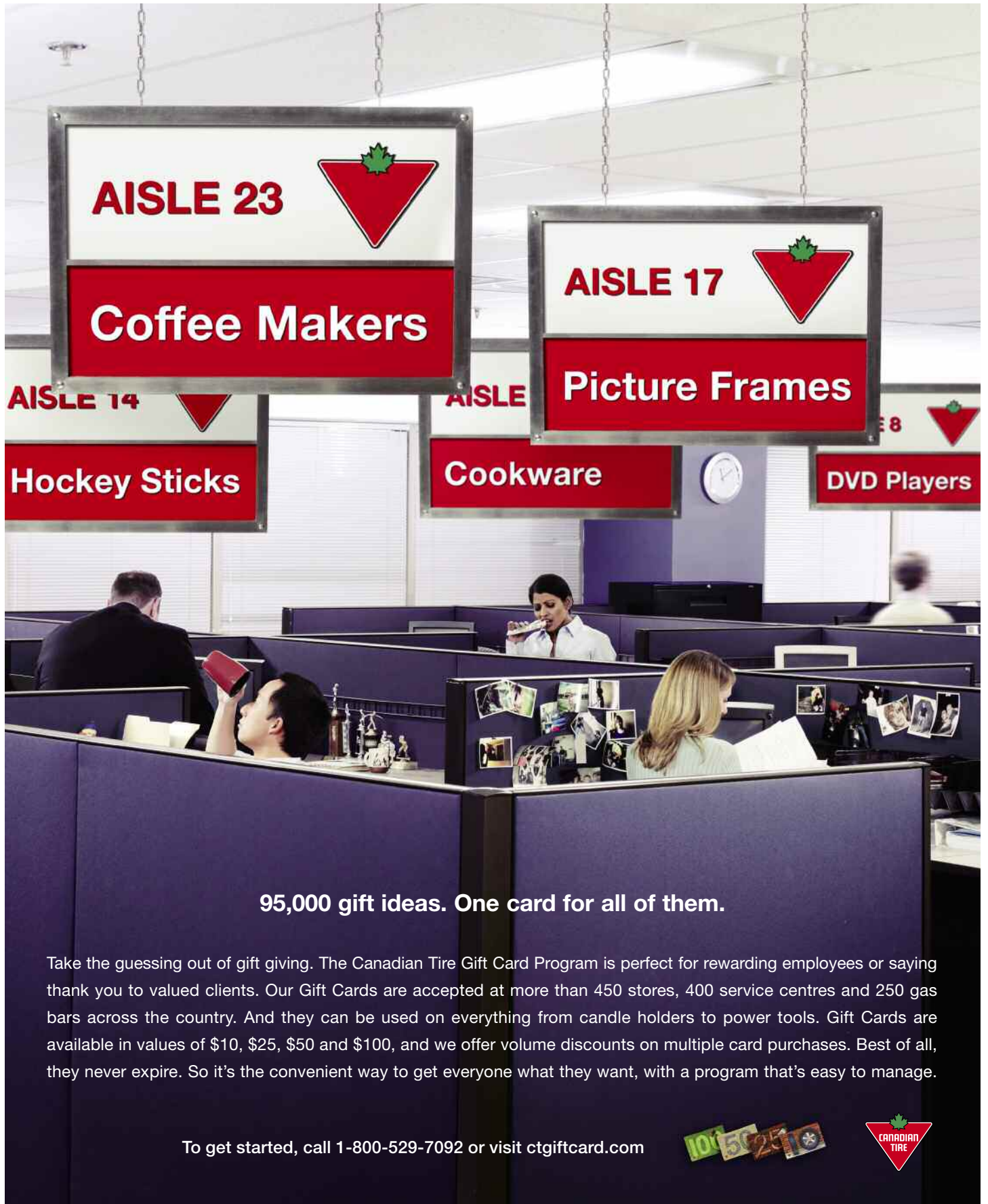


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F: (301) 380-1137
E: marriott.incentives@marriott.com
W: www.marriott.com/incentives

C: Maria Hughes, Sales/Marketing Manager
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F: (514) 339-5318
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C: David Languedoc, Sales Manager
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E: Kim.Sobasky@regiscorp.com
W: www.regiscorpgiftcards.com

C: Kim Sobasky, Director, Sales & Marketing
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E: gftcert@sears.ca
W: www.sears.ca

C: Lisa Tamaki, Manager, Gift Cards
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E: b2bgroup@starbucks.com

W: www.starbucks.com/corporatesales

C: Zach Allen, Sales Supervisor, Starbucks Card Corporate Sales

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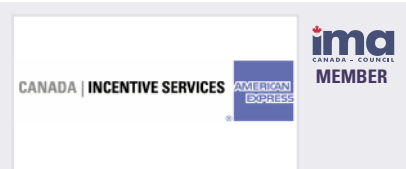


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W: www.adcentives.ca

C: Jennifer Young, President
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F: (905) 819-4490
E: stevi.hanson@aeis.com
W: www.aeis.com/canada

C: Stevi Hanson, Vice President, Business Development - Canada
American Express Incentive Services provides stored value American Express Reward Cards. Cards can be branded with your company logo or fully customized, re-loadable or predominated. Our reward solutions are for use in incentive and promotional programs such as employee recognition, sales incentives and consumer promotion. These in combination with our Web-based administration tools make for the perfect incentive.

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219 Dufferin, Suite 5A
Toronto, Ontario M6K 3J1
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F: (416) 532-2110
E: Christine@blueshoerewards.com
W: www.blueshoerewards.com
C: Christine Keeling

Whether offering innovative economic solutions and marketing consultation, to developing turnkey programs and motivational expertise that can help your company reach the next level - BlueShoe can build, manage and fulfill all of your company's reward and incentive programs from start to finish...every step of the way.



Carlson Marketing Canada

2845 Matheson Blvd. East
Mississauga, Ontario L4W 5K2
P: (905) 214-8699 / TF: 1-877-264-7722
F: (905) 214-8693
W: www.carlsoncanada.com

C: Paul Gallant, VP Client Strategy
Carlson Marketing is the leader in building stronger relationships with channels, employees and consumers. In addition to employment brand development, Carlson Marketing offers turnkey incentive solutions from design to execution. Results measurement is built into every execution.

Carlton Group, Ltd.

100 All State Parkway, Suite 702
Markham, Ontario L3R 6H3
P: (905) 477-3971, ext. 227 / TF: 1-866-451-2225
F: (905) 477-5940
E: rpurdy@carlton.ca
W: www.carlton.ca

Contact Robert Purdy, President
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F: (905) 696-4520
E: gletourneau@cexp-pm.com
W: www.cexp.com,
www.e-corporatestores.com

C: Gina LeTourneau-Atwell, President
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Mississauga, Ontario L5T 2W5
P: (905) 795-8181 / TF: 1-866-366-9766
F: (905) 795-8889
E: owenc@cottoncandyinc.com
W: www.cottoncandy.ca

C: Owen Clarke
Cotton Candy Inc. is the exclusive Canadian agent for Power2Motivate™. P2M™ is the world's first "on-demand" employee recognition platform. No set up fees, no management fees and millions of reward choices make P2M™ the perfect reward, recognition, and incentive system. Call today for a free online demonstration.



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P: (905) 891-0620
F: (905) 271-3859

E: sales@doro creations.com
W: www.doro creations.com
C: Douglas Kincaid, President
d'Oro Creations provides creative marketing solutions by developing awards, promotional and advertising products to build your company brand and strengthen customer relationships. Using a database of 700,000-plus products, we are able to offer suitable products that meet the most demanding requirements.



Elevate Incentives Inc.

2225 Sheppard Avenue East, 17th Floor
Toronto, Ontario M2J 5C2
P: (416) 790-2388
F: (416) 494-3932
E: sbritton@elevate.ca
W: www.elevate.ca

C: Sue Britton, Vice President, Elevate Sales
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F: (416) 531-5855 / TFF: 1-888-329-3343
E: jason.fisher@iloverewards.com
W: www.iloverewards.com

C: Jason Fisher, Director, Sales and Marketing

Established in 1995, I Love rewards is an industry leader and provider of points-based incentive marketing programs for Fortune 1,000 companies. Our consultative approach, along with our dedicated teams, will ensure your program's success. Whether your needs are employee performances, client loyalty, service awards or employee retention, we have the in-house expertise to meet your needs.



Image Group Inc.

34 West 2nd Avenue
Vancouver, B.C. V5Y 1B3
P: (604) 873-3333 / TF: 1-800-561-3331
F: (604) 873-4996 / TFF: 1-800-363-3334
E: info@imagegroupinc.ca

C: Laura Hansen, President

Image Group is one of Canada's largest distributors of promotional products and corporate gifts. We have been recognized by the Promotional Products Association of Canada for nine years as a leader in our industry. We help you promote, show off, energize, recognize, sponsor, thank and celebrate. It's all we do.

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E: moreinfo@integrusrewards.com
W: www.integrusrewards.com

C: Penelope Mathieson, Senior VP
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Mississauga, Ontario L5W 1L8
P: (905) 696-9400
F: (905) 696-9921

E: contactuscanada@maritz.com

W: www.maritzcanada.com

C: Jo-Anne Pusateri, Director, Marketing; Stephen Smyth, Loyalty Marketing Consultant

Maritz helps businesses inspire people to change the way they think and act by bringing together the disciplines of research, loyalty, communications, events and incentive travel and learning. Our solutions help create powerful brand experiences that improve sales performance, customer loyalty and bottom-line results.



Performance Awards Group Inc.

219 Connie Crescent, Unit #8
Concord, Ontario L4K 1L4
P: (905) 760-2525, ext. 23 / TF: 1-800-561-0606
F: (905) 760-2106

E: brianwilks@bdincentives.com

W: www.pagi.ca

C: Brian Wilks, President

Performance Awards Group specializes in setting up and implementing online incentive reward programs, as well as our pre-printed catalogue reward programs. Companies range from smaller size companies to Fortune 500 companies across Canada, and our main focus is in brand name merchandise rewards for clients to strive and attain their objectives and goals.



Prime Strategies Inc.

#400-425 Carrall Street
Vancouver, B.C. V6B 6E3
P: (604) 689-3446, ext. 224 / TF: 1-800-563-6252
F: (604) 689-4486

E: Kirsten@primestrategies.ca

C: Kirsten Strand, CMP, Cite, Director - Client Relations

PRIME Strategies offers complete meeting and even management services. Whether an incentive trip for 100 or an international conference for 1,000, we have expertise to exceed your expectations. PRIME Strategies is recognized as a SITE Crystal Award recipient.

R&D Corporate Services Limited

4-6535 Millcreek Drive
Mississauga, Ontario L5N 2M2
P: (905) 567-6706 / TF: 1-888-752-2238
E: info@rdcorporate.com

W: www.rdcorporate.com

C: Rick Clarke, President

Since 1998, R&D Corporate continues to be the leading Canadian source for managed solutions for Total Employee Recognition including long service, performance, achievement and retirement awards. R&D offers complete online solutions backed by desirable product merchandising and state-of-the-art gift fulfillment. Awards range from traditional to contemporary and appeal to all lifestyles.

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473 Deslauriers
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P: (514) 336-9200 / TF: 1-877-789-0449
F: (514) 336-8013 / TFF: 1-800-667-5666

E: jenniferlumba@rideau.com

W: www.Rideau.com

C: Jennifer Lumba, VP, Marketing

Rideau enhances relationships that impact business performance through a suite of rewards and recognition solutions. Rideau's offerings include performance awards that reinforce excellent work habits and celebrate achievement and service awards that commemorate loyalty. Businesses of all sizes use Rideau's solutions to reduce turnover and engender loyalty. Visit www.Rideau.com.



Triangle Marketing Group

467 Edgeley Blvd., Unit 16
Concord, Ontario L4K 4E9
P: (905) 660-5256 / TF: 1-800-263-4640
F: (905)-660-5260

E: rallen@tmgawards.com

W: www.tmgawards.com

C: Russell Allen, President

Triangle Marketing Group has developed and managed innovative motivation programs for more than 25 years. This foundation of experience enables us to provide guidance and insights, from program development, account management, creative communications, information management to customer service, our smart, innovative and committed professionals will guide you to RESULTS!

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P: (416) 297-1022 / TF: 1-800-881-1917
F: (416) 297-4702

W: www.vansmith.com

C: Robert Erglis, New Client Development

Van-Smith Marketing is a full-service incentive management company serving corporate Canada for more than 30 years. Our products and services are designed to offer a tailored solution to achieve your incentive objectives. Our services include loyalty management, online incentive tools, prize and fulfillment, sales incentives and customer service.



Canadian Rocky Mountain Resorts

Suite 900 – 600 6th Avenue SW
 Calgary, Alberta T2P 0S5
P: (403) 781-8131 / **TF:** 1-800-661-1367
F: (403) 410-7406
E: info@crmr.com
C: Brian Slot, Corporate Sales Manager
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F: (305) 406-6406
E: solivieri@carnival.com
W: www.carnival.com

C: Serina Olivieri, Corporate/ Incentive Sales
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F: (403) 591-7893
E: resortinfo@royalinn.com
W: www.executivehotels.net
C: Wanda Shaw, Director of Sales
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744 W. Gordon Terrace, Suite 202
 Chicago, Illinois 60613
P: (773) 296-2775
E: robert.ward@fairmont.com
W: www.fairmont.com/ovationrewards
C: Robert Ward, Director of Sales
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E: ccastaneda@visitmexico.com
W: www.visitmexico.com
C: Cesar Castaneda, Director
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Odenza Marketing Group

4370 Dominion Street, Suite 600
 Burnaby, B.C. V5G 4L7
P: (604) 451-1414 / **TF:** 1-877-451-7245
F: (604) 451-0525
E: r.peters@odenza.com
W: www.odenza.com
C: Rick Peters, Director of Sales
 Odenza Marketing Group is a consumer and employee incentive company with offices in San Diego and Burnaby, British Columbia. We pride ourselves on listening to complex issues and growth challenges facing business today. For eight years, our full-service incentive travel agency has sold innovative, performance driven promotions to small, medium and enterprise-sized companies and the advertising agencies that serve them.

Roadtrips, Inc.

191 Lombard Avenue, 7th floor
 Winnipeg, Manitoba R3B 0X1
P: (204) 947-5690 / **TF:** 1-800-465-1765
F: (204) 957-0252
E: info@roadtrips.com
W: www.roadtripsinc.com
C: Duane Penner, Vice-President, Corporate
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E: royalyorkhotel@fairmont.com
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F: (403) 762-4132
E: info@rimrockresort.com
W: www.rimrockresort.com
C: Taka Suzuki, Director of Sales
 Elite travelers consistently rank this Four-Diamond hotel as #1 in guest satisfaction. It features 346 of Banff's most spacious rooms, including 27 suites with majestic Canadian Rocky Mountain views, a world-class health club & spa, and a Five-Diamond restaurant. Walking distance to Banff Gondola and Upper Hot Springs.



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 Fort Mitchell, Kentucky 41017
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P: (905) 764-4656
F: (905) 764-4630
E: Rebecca.bousefield@bdk.com
W: www.blackanddecker.com
C: Rebecca Bousefield, National Accounts Manager, Premium Incentives
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F: (416) 751-4763
E: jegli@bulova.com
W: www.bulovaawards.com
C: John Egli, Vice President – Special Markets
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W: www.emimusic.ca
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F: (250) 763-7432
E: sales@expressgiftbaskets.net
W: www.expressgiftbaskets.net
C: Karen Murphy, Owner
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Firebrand Interactive

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 Toronto, Ontario M5V 1M7
P: (416) 962-5200 / **TF:** 1-877-906-6662
F: (416) 962-5300
E: info@firebrandsinc.com
W: www.firebrandsinc.com
C: Saul Nir, Owner
 Firebrand Interactive offers CD, DVD replication, and short run DVD & CD duplication, for individuals and corporations including CD-ROM, DVD-ROM, audio CD, mini CD, CD & DVD packaging, CD business cards, custom shaped CDs, multimedia, Web design and video production.

Fossil Canada

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 Concord, Ontario L4K 1L7
P: (905) 760-2615, ext. 3380 /
TF: 1-866-636-7745
F: (905) 760-9338
E: rwace@fossil.com
C: Rebecca Wace, National Sales & Marketing Manager, Special Markets
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TF: 1-877-7-GFORCE (436723)
F: (508) 898-9908
E: corporate@globalforce.com
W: www.globalforce.com
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F: (416) 751-1788 / **TF:** 1-888-345-5477
E: info@gurusportswear.com
W: www.gurusportswear.com
C: Richard Stamper, Marketing Manager
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F: (336) 519-4800
E: service@hanesprintables.com
W: www.hanesbullseye.com
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1307 Venables Street
 Vancouver, B.C. V5N 2G1
P: (604) 255-5005 / **TF:** 1-866-436-7869
F: (604) 255-5038
E: info@htnaturals.com
W: www.htnaturals.com

C: Jason Fissif, President/Founder
 HTnaturals manufactures corporate promotional wear and fashion apparel from such innovative fabrics as hemp, bamboo, soy and organic cotton. HTnaturals' corporate customers include Volkswagen, Universal Music and Starbucks. HTnaturals also offers an array of custom programs including private labeling and fabric yardage (minimums apply – call your local sales rep for details).

Mag-lite Canadian Offices

201 Wilkinson Road
 Brampton, Ontario L6T 4M2
P: (905) 450-6993 / **TF:** 1-800-519-2326
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F: (613) 748-3593 / **TFF:** 1-866-212-1166
E: sboyd@mauijim.com
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C: Sheri Boyd, Canadian Sales Manager, Special Markets
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F: (416) 667-8671
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C: Gary Davis, EVP or Allen Shechtman, CEO
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Movado Group of Canada

80 Tiverton Court, Suite 601
 Markham, Ontario L3R 0G4
P: (905) 415-0536, ext. 345 / **TF:** 1-800-499-6292
F: (905) 415-1899
E: kstevenson@movadogroup.com
W: www.movadoincentives.com

C: Karan Stevenson, Manager, Special Markets
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E: contact@nexgengold.com
W: www.nexgengolf.com

C: Bryan Ure, President
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Northern Gifts Ltd.

118-7400 MacPherson Avenue
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P: (604) 299-5050 / **TF:** 1-800-665-0808
F: (604) 299-0808
E: info@northerngifts.com
W: www.northerngifts.com

C: Calum McDonough, Marketing Manager
 Northern Gifts has focused on designing, manufacturing and distributing premium quality plush and gift products throughout North America since 1988. Our principal products are souvenir, licensed, gift, promotional and charity plush, as well as complimentary gift items. Major customer categories include tourist locations, airports, hotels, card and gift, custom product and charity.

Oakley Canada

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P: (514) 335-0666 / **TF:** 1-800-448-9714
F: (514) 335-6697 / **TFF:** 1-800-838-1229
E: mmccallum@oakley.com
W: www.oakley.ca

C: Mike McCallum, I/S and CSR Manager
 Oakley, a world brand, driven to ignite the imagination through the fusion of art and science. Building on its legacy of innovative, market-leading, premium sunglasses, the company offers a full array of products including performance apparel and accessories, prescription eyewear, footwear, watches and electronics to consumers in more than 100 companies.



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Pacesetter Awards

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 Chicago, Illinois 60646
P: 1-800-242-5851
F: (773) 282-3019
E: sales@dynamicdesignsonline.com
W: www.dynamicdesignsonline.com

C: Tom Lueken, Vice President, Sales
 Pacesetter Awards has been working with leading promotional products distributors to recognize top performance for more than 55 years. Because we understand the importance of excellence in the recognition industry, each Pacesetter award is assembled with great attention to detail.

SEE AD PAGE 35

Pelican International Inc.

1000, Place Paul-Kane
 Laval, Quebec H7C 2T2
P: (450) 664-1222 / **TF:** 1-800-463-6960
F: (450) 664-4522
E: sales@pelicansupport.com
W: www.pelicansport.com

C: Antoine Préfontaine, Marketing Manager
 Founded in 1969, Pelican's goal is to make boating accessible and affordable for everyone. Using an innovative manufacturing process, Pelican makes pedal boats and a complete line-up of canoes and kayaks. Fishing boats were unveiled in the 90s. Pelican also makes summer and winter toys from children's pools to sandboxes and snowboards.

“ Human beings need to be recognized and rewarded for special efforts. You don't even have to give much. What they want is tangible proof that you really care about the job they do. The reward is really just a symbol of that ”

~ Tom Cash, American Express



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Replogle Globes

2801 South 25th Avenue
Broadview, Illinois 60155
P: (708) 343-0900 / **TF:** 1-800-275-4452
F: (708) 343-0923 / **TFF:** 1-800-445-6237
E: jqunn@replogleglobes.com
W: www.replogleglobes.com

C: Jane Quinn, Sales Manager
Replogle Globes Inc. is celebrating 76 years of manufacturing distinctive quality world globes. We offer two shipping locations in North America: Broadview, IL for decorated product and Mississauga, ON, for globes not requiring logo decoration. Our globe collection includes desk globes, floor globes, student globes, designer globes and gemstone globes.

Sanford Canada

2670 Plymouth Drive
Oakville, Ontario L6H 5R6
P: (905) 829-5051 / **TF:** 1-800-668-4575
F: (905) 829-3074 / **TFF:** 1-800-361-5560
E: clint.bowman@sanford.com
W: www.sanfordb2b.ca

C: Clint Bowman, Business Manager
Sanford, a Newell Rubbermaid company, is a worldwide leader in the manufacturing and marketing of writing instruments, including such well-known brands as Paper Mate®, Sharpie®, Waterman® and uni-ball®, among others. Make a powerful statement with the writing instrument brand you choose for your next promotional, incentive or gift-giving need.

Softub Canada

967 Falconbridge Road
Sudbury, Ontario P3A 5K8
P: (705) 525-6651 / **TF:** 1-800-668-8827
F: (705) 525-6167 / **TFF:** 1-800-463-3845
E: andrea@softubcanada.com
W: www.softubcanada.com

C: Andrea Souliere Poland, Marketing
Softub is a full-featured portable hot tub. Weighing as little as 50 lbs., Softub can go anywhere. Take it to the cottage for the summer and bring it home in the fall. Plugs into a 110-volt outlet - no special wiring or plumbing. Powerful hydro-jets provide exhilarating jet action. Available in three sizes and numerous colours.

Starline Industries Inc.

37 Staffern Drive
Concord, Ontario L4P 3M2
P: (905) 669-5250
F: (905) 669-6951
W: www.starline.com

As a promotional products supplier, Starline offer a selection of more than 570 products, including beverage-ware, home products, bags, tools and business-to-business. Our products are designed to look and feel impressive with function in mind. Contact your local promotional products distributor for more information on Starline's products.

The Coleman Company

5975 Falbourne Street
Mississauga, Ontario L5R 3V8
P: (905) 361-9033 / **TF:** 1-800-718-2267
F: (905) 501-1416 / **TFF:** 1-800-504-4474
W: www.colemancanada.ca

C: Pat Gray, Marketing Manager
Coleman is a world leader in the outdoor recreation market. Since its inception in 1900, Coleman has grown to be the outdoor company – inspiring people to get outside and introducing innovative products for them to use. Coleman designs and develops many of the world's best outdoor products selling to more than 200 countries.



The Sharper Image

350 The Embarcadero, 6th Floor
San Francisco, California 94105
P: (317) 251-7432 / **TF:** 1-800-844-9919
F: (317) 251-7532
E: kst.john@sharperimage.com

W: www.sharperimage.com/corporatesales
C: Ken St. John, Account Manager
Sharper Image Awards and Incentives allow everyone to share in the fun of discovering innovative products that make life better and more enjoyable. From home and personal care to sports and travel, Sharper Image brings new ideas to any program.

Timex Canada

445 Hood Road
Markham, Ontario L3R 8H1
P: (905) 947-2327 / **TF:** 1-800-461-9309
F: (905) 477-8470
E: gtehara@timex.com
W: www.timex.com

C: Gary Tehara, Sales Representative
Add Timex or Guess watches to your promotional program and you'll be reinforcing your own quality, fashion-forward reputation. Add custom-imprinting as well and the recipient of your gift will be discreetly reminded of your business, every single day! Visit www.promo-can.com or call us at 1-800-461-9309 toll free for your promotional distributor.



Tumi

1001 Durham Avenue
South Plainfield, New Jersey 07080
TF: 1-800-669-3181
TFF: 1-800-241-8221
E: mlandry@tumi.com

W: www.tumispecialmarkets.com
C: Mike Landry, Director of Special Markets
Tumi is the brand of choice for the upscale traveling professional. Tumi offers luggage, business cases, women's fashion bags, small leather goods and other travel accessories. Whether you are recognizing a top performer, choosing a special gift for a special client or simply want to give the best, nothing says excellence like Tumi.

Universal Music

2450 Victoria Park Avenue, Suite 1
Toronto, Ontario M5J 5H3
P: (416) 718-4139
F: (416) 718-4223
E: lisa.sharkey@umusic.com

W: www.universalspecialmarkets.ca
C: Lisa, Sharkey, Manager, Special Markets
Universal Music Special Markets delivers the hottest entertainment properties in the world. Using our wide variety of artists, we can create custom CD/DVD premiums, branded private-label lines, online incentive programs including downloads and contesting. Count on Universal Music Special Markets to deliver the most innovate and sizzling promotional campaigns. www.chooseyourmusic.com, www.chooseyoursongs.com, www.umusicspecialmarkets.ca.

Isn't Money the Best Motivator?

- A gift of money is most often perceived to be a kickback or bribe
- Its impact is short-lived
- It is perceived as an entitlement
- It is expected year after year



703 Promotions

149 Roncesvalles Avenue
P.O. Box 44
Toronto, Ontario M6R 2L3
P: (416) 913-7864
F: (416) 913-7870
E: info@703promo.com
W: www.703promo.com

C: Allan Abanilla, President

703 Promotions specializes in promotional products and incentives programs. We connect vision directly to business goals and needs. We explore innovate and effective ways to make your business grow and prosper. We unlock creativity to make ideas work for maximum impact. No idea is too big. No challenge too difficult.

Catalyst Performance Group Inc.

100 West Lawrence
Appleton, Wisconsin 54911
P: (920) 882-5000
F: (920) 882-5004
E: todd@catalystperformancegroup.com
W: www.catalystperformancegroup.com

C: Todd M. Hanson, President

Catalyst Performance Group provides a complete range of performance improvement services to help clients achieve business success through people. We apply the latest research and high level of disciplined planning, culminating with the deployment of integrated people performance strategies including incentive, meeting, event, loyalty and recognition incentives that yield measurable results.

Coyle & Greer Awards Canada Ltd.

4189 Mossley Drive
Mossley, Ontario N0L 1V0
P: (519) 269-3000 / TF: 1-800-265-7083
F: (519) 269-3038 / TFF: 1-800-823-0566
E: gbowman@coylegreer.com
W: www.coylegreer.com

C: Gail Bowman, Director of Sales and Marketing

Specializing in custom service and recognition award programs, Coyle & Greer Awards Canada Ltd. delivers proven results. Supplying everything from fine jewellery to plaques, one-of-a-kind sculptures, medallions, imprinted promotionals from pens to clothing. Experts in the recognition industry since 1947! ISO 9001:2000 compliant.

Mundy Sales Incentives Inc.

3350 Fairview Street, Unit 3-107
Burlington, Ontario L7N 3L5
P: (905) 634-8858
F: (905) 634-8316
E: incentives@mundysales.ca
W: www.mundysales.ca

C: Erin Boyer

Formed in 1989, Mundy Sales Incentives Inc. represents quality national brand name suppliers in the consumer electronics, sporting goods, power tools and leisure categories such as Bosch, Calphalon, Cleveland, Cobra, Crown Verity, Dremel, Hitachi, Hoover, Little Tikes, Prince, Nikon, Ogio, Raleigh, Rawlings, Skil, Stanley, Toshiba and Uniden to the premium incentive market.

Oak Incentives Group

3365 Harvester Road, 2nd floor
Burlington, Ontario L7N 3N2
P: (905) 336-8660 / TF: 1-866-611-0088
F: (905) 336-8812
E: gchristie@oakincentivesgroup.com
W: www.oakincentivesgroup.com

C: Greg Christie, President

Proud incentive industry distributors for a range of great brands including Sony, KitchenAid, Nike, Dyson, Jamis Bikes, Clear Water Kayaks, Fire Magic BBQ's, Softub Portable Spas, Salus Marine Wear and more! Active members of both the PPAC and IMA Canada-Council. Visit www.oakincentivesgroup.com or contact Greg Christie at 1-866-611-0088, ext. 22. To expect the best...reward the best!



Parcel Design

525 Queen Street East
Toronto, Ontario M5A 1V1
P: (416) 504-1200
F: (416) 504-1204
E: info@parceldesign.com
W: www.parceldesign.com

C: Julie Mitchell, President

We believe corporate gift is a form of brand expression. Our creative solutions for custom merchandise are trend-driven and unique. We work with a dedicated group of local and overseas manufacturing partners to bring our original concepts to life. Our strength is idea generation.

Rose & Macdonald Sales Agents Inc.

9030 Leslie Street, # 215
Richmond Hill, Ontario L4G 1G2
P: (905) 707-7300
F: (905) 707-7303
E: info@rosemacsales.com
W: www.rosemacsales.com

C: Rob Macdonald, President

We represent quality name brand line to the premium incentive market in Canada. We sell through incentive distributors. Our lines include Pioneer Electronics, Pentax Cameras, Motorola, Hamilton Beach, Proctor Silex, Delonghi, Samboro and Delsey Luggage, Napoleon Barbecues, Creative MP3's, Eureka, Hitachi, Eton, Electrohome, Koss and Citizen Watches.

Somcan Marketing & Sales

1795 Ironstone Manor, #1
Pickering, Ontario L1W 3W9
P: (905) 831-3364
F: (905) 831-7916
E: somcan@somcan.com
W: www.somcan.com

C: Lynda Gallant, VP / Sales Manager

Somcan Marketing & Sales for all your lifestyle incentive needs. Housewares, electronics, outdoor/leisure, personal & healthcare, home, juvenile and children, jewellery/accessories and more. Contact your local incentive distributor for more information, or log on to our Web site for brand information.



Win-Leader Corp.

50 Shoemaker Street, Units 1-3
Kitchener, Ontario N2E 3E3
P: (519) 748-0141 / TF: 1-800-565-2172
F: (519) 748-0162 / TFF: 1-877-895-2677
E: curtis@winleader.com
W: www.winleader.com

C: Curtis Grant, Vice President, Sales

Win-Leader is a manufacturer's representative of some of the most recognized and respected names in the consumer electronics industry. We inventory and ship all products from one location, which allows us to ship most of the orders we receive within 24 hours. Win-Leader is gaining a reputation for quick service within the industry.



Is This a Viable Market?

A recent study conducted by the PPAC states the promotional products industry has increased to \$2.1 billion – an increase of 159 per cent over the past 9 years. Premium and incentive sales represent 18.8 per cent – a \$393 million market. Approximately 85 per cent of clients use merchandise and/or incentive reward travel.



1st Impressions Corporate & Sports Wear

86 Queen Street North
Kitchener, Ontario N2H 2H5
P: (519) 571-9004
F: (519) 579-2957
E: jmerriam@1stimpressions.ca
C: Joe Merriam

1st Impressions Corporate & Sports Wear Inc. is a Kitchener, Ontario-based distributor of corporate, school and team apparel. 1st Impressions is also active in the sales of promotional products, premium & incentives, plant/office safety awards and sports team/individual recognition awards and trophies.

Aardvark Premiums and Incentives Group Inc.

55 St. Clair Avenue West
Suite 255
Toronto, Ontario M4V 2Y7
P: (416) 922-5446
F: (416) 922-9935
E: info@aardvarksales.com
W: www.aardvarksales.com

C: Joseph Sweeney, President
Aardvark has been serving its' clients for more than 35 years with outstanding service and products. We offer corporate apparel, business and executive gifts, promotional products, recognition and safety programs, and e-commerce online stores.

Accolade Reaction Promotional Group

155 Romina Drive
Concord, Ontario L4K 4Z9
P: (905) 761-1246 / TF: 1-800-450-6452
F: (905) 660-4699
E: jspinosa@arpg.ca
W: www.arpg.ca

C: Joe Spinosa, ext. 242
Creative and Marketing Director
Accolade Reaction Promotional Group (ARPG) is Canada's largest communications merchandise firm. ARPG is focused on providing a suite of merchandising and technology solutions to help corporate brands capture the imagination of their customers, motivate employees and reach out to communities – both locally and globally.

Admar Promotions Group

920 Alness Street, Suite 104
Toronto, Ontario M3J 2H7
P: (416) 650-9988, ext. 239 /
TF: 1-800-663-4409, ext. 239
F: (416) 650-0136
E: dan@admar.ca
W: www.admar.ca

C: Danny Goldhar, Managing Director
Admar Promotions Group, celebrating its 16-year anniversary, representing more than 500 manufacturers worldwide with access to more than 1,000,000 items. High-end premiums to small items – we have it all. Admar benefits include direct import, global buying power, art department and online programs. We are not order takers, but idea makers!

AdWear + Promo STUFF by Merkur & Sister

801 Eglinton Avenue West, #404
Toronto, Ontario M5N 1E3
P: (416) 785-0777 / TF: 1-800-668-2107
F: (416) 785-6016
E: easy@adwear.ca
W: www.adwear.ca

C: Lorne Merkur, President
For 35 years, we've been the experts in providing top-quality branded merchandise, developing and managing incentive e-stores, creating innovative promotional solutions, providing lightning-fast delivery, guaranteeing every one of the thousands of products we offer, meeting tight deadlines and budgets, offering extraordinary service and exceeding our clients' needs and expectations.

Adware Promotions Inc.

5310 Canotek Road, Unit #36
Ottawa, Ontario K1J 9N5
P: (613) 742-0086
F: (613) 742-8794
E: mail@adware.ca
W: www.adware.ca

C: Michael Blanchard, President
Adware Promotions is a leading supplier of promotional products and apparel. We specialize in client e-stores, stocking programs, recognition awards, employee pride programs, executive gifts and trade show giveaways. We represent hundreds of manufacturers and thousands of products that can be customized to accommodate every plan and budget.

Akran Marketing

2000 Thurston Drive
Unit 12
Ottawa, Ontario K1G 4K7
P: (613) 739-4000 / TF: 1-888-462-5726
F: (613) 739-4444
E: sales@akranmarketing.com
W: www.akranmarketing.com

C: Raman Agarwal, President
We are a unique promotional products distributor and incentive solutions provider, offering solutions to our clients – primarily across North America, 24-7 – all year round. Our philosophy is to be there when clients needs support, and we specialize in offering solutions that meet our clients' every need for speed, service and satisfaction.

Apple Valley Promotions

484 Okaview Road
Kelowna, B.C. V1W 4M1
P: (250) 764-4465 / TF: 1-800-897-2775
F: (250) 764-4640 / TFF: 1-800-910-2775
W: www.applevalleypromotions.com

Since 1982, numerous businesses have counted on Apple Valley Promotions' experience and know-how to convey their image effectively to gain an edge on the competition. We specialize in promotional products, employee service and recognition programs, corporate clothing and much more. We serve banking and financial institutions, universities, colleges, businesses and individuals.

Blue Moose Promotions Group

1647 Connaught Drive
Port Coquitlam, B.C. V3C 4G8
P: (604) 472-2000
F: (604) 472-2001
E: Bruce@BlueMoose.ca
W: www.BlueMoose.ca

C: Bruce Cutayne, CA, President
With 2.5 million products on our Web site, Blue Moose Promotions is the Google® of the promotional products industry. We work hard to get effective results out of your promotional campaigns. Our focus is outstanding, personalized customer service. Our job is to make yours easier – and to make you look great!

Boomerang Marketing

422 North Rivermede Road, Unit 12
Concord, Ontario L4K 3R5
P: (905) 326-BOOM (2666)
F: (905) 326-3841
E: info@boomerangmarketing.ca
W: www.boomerangmarketing.ca

C: David Goldstein, Principal
Boomerang Marketing offers our customers online company stores, warehousing and fulfillment program, in-house graphic design and a customer service team dedicated to ensuring client satisfaction. Our expertise is in sourcing worldwide or domestically to find the perfect promotional solution for your upcoming initiative.

Direct Hit Promotions  **Just a Click Away** 

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Branded premiums for all programs regardless of size, channels, budget, planning schedule & tactical needs. Leverage brand equities & maximize corporate properties with the sourcing power of directhitpromo.com

Commercial Marketing

250 Shields Ct., Unit 1
Markham, Ontario L3R 9W7
P: (905) 415-8020
TF: 1-87-PREMIUMS (1-877-736-4867)
F: (905) 415-8024

E: webinquiry@commercialmarketing.com
W: www.commercialmarketing.com
C: Victor Arluk, President

One of Canada's leading providers of promotional products and services for more than 20 years! Hottest products! Worldwide sourcing. Web driven incentive and awards programs and company stores. Visit the most comprehensive user friendly Web site in the industry at www.commercialmarketing.com, e-mail incentmag@commercialmarketing.com

Concord Promotions

21130 Gouin Blvd West
Montreal, Quebec H9K 1B9
P: (514) 696-5777 / TF: 1-888-882-1882
F: (514) 696-5774 / TFF: 1-888-416-5774
E: info@concordpromo.com

W: www.promotionalitemscanada.com
C: Janice Greene, President

Concord Promotions helps businesses, universities, organizations and associations promote their corporate logo. We make it easy to choose and order your promotional items for trade shows, golf tournaments and special events. Our product line includes wearables, drinkware, pens, golf items, bags, computer accessories and printed material. Be seen. Be recognized. Be remembered.

d'Oro Creations

1371 Strathy Avenue
Mississauga, Ontario L5E 2L3
P: (905) 891-0620
F: (905) 271-3859

E: sales@dorocreations.com
W: www.dorocreations.com
C: Douglas Kincaid, President

d'Oro Creations provides creative marketing solutions by developing awards, promotional and advertising products to build your company brand and strengthen customer relationships. Using a database of 700,000-plus products, we are able to offer suitable products that meet the most demanding requirements.

Dan Hunter Enterprises

32 Agincourt Road
Winnipeg, Manitoba R2J 3S5
P: (204) 220-0211
F: (204) 220-0211

E: djhunterent@shaw.ca
C: Dan Hunter, Owner

Got an Event? Call Dan Hunter Enterprises for all of your promotional needs. Pens, clothing, electronics, high-end incentives and everything in between. We make you look good.

Direct Hit Promotions

190 Harding Blvd.W., Unit 9
Richmond Hill, Ontario L4C 0J9
P: (905) 884-9000
F: (905) 883-4293

E: bob.direct@gmail.com
W: www.directhitpromo.com

C: Bob Burrows, President
Impactful promotional solutions; Meaningful custom-branded premiums; Delivering exactly what was ordered on time; The best guarantee in the business; Creating competitive advantages and opportunities; Core values and accountability; Creative product search technologies; Strategic partners in Canada, the U.S. and Asia; Quality merchandise at a fair price.

SEE AD PAGE 40

Falkins Advertising Specialties

17326 Coral Beach Road
Lake Country, B.C. V4V 1C1
P: (250) 317-4333
F: (250) 766-5626

E: fas@cabiclan.net

C: Bruce Falkins, President/Owner
Falkins Advertising Specialties is a promotional products company that specializes in supplying products that help promote our clients' businesses to help them grow. "We want to get the right message to the right people, at the right time – making our clients unforgettable."

Give the gift of spa...



A gift certificate that includes a unique and personalized concierge service.



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Contact:

Laura Campbell, SVP Corporate Sales
email: laura@wayspa.com | phone: 1.800.WAYSPA3 ext. 31

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MAGAZINE
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Fulcher Marketing Inc.

420 Avon Crescent
Oakville, Ontario L6J 2S9
P: (905) 849-0099 / TF: 1-877-699-5224
E: info@fulmark.ca
W: www.fulmark.ca

C: Dan Fulcher, President
Fulcher Marketing Inc. provides promotional advertising products and business gifts, custom printed or embroidered with your logo/company information. We source products from hundreds of manufacturers in Canada, U.S.A. and abroad. In business for 20 years, we strive to provide efficient, friendly, business-like service and client satisfaction.

Greystone

Corporate Head Office
#5 19272 96th Avenue
Surrey, B.C. V4N 4C1
P: (604) 882-0800 / TF: 1-888-891-4646
F: (604) 888-0922 / TFF: 1-888-827-4747
E: incentivesolutions@greystoneadvantage.com
W: www.mygreystone.com
C: Heath Stone

Greystone is a premiere provider of integrated promotions, incentives and card services designed to produce a competitive advantage for our clients. Our multi-dimensional marketing software offers complete program implementation services, logistics and support for Loyalty, Rebate & Gift Card solutions as well as ID Wear and Rewards programs, uniquely designed to drive your B2E, B2E and B2C business relationships.

**Hatch Ideas**

18 King Street East, Studio D6
Bolton, Ontario L7E 1E8
P: (905) 951-1510 / TF: 1-866-951-1510
F: (905) 951-1555
E: info@hatchideas.ca
W: www.hatchideas.ca

C: Richard Hatch, President
Hatch Ideas is an award-winning promotional agency and design studio. We specialize in the creative use of promotional products and graphic design to help our clients get noticed at trade shows, motivate employees, and build customer loyalty. We can help you achieve your marketing and incentive goals.

Incredible Novelties Inc.

155 West Beaver Creek Road, Unit 3
Richmond Hill, Ontario L4B 1E1
P: (905) 881-9900
F: (905) 881-9343
E: info@incrediblenovelties.com
W: www.incrediblenovelties.com
C: Dan Jankelow, CEO

Our mission is to be the supplier of choice where the latest innovate products can be found at incredible prices. We specialize in novelties, promotional products, customized products, glow, LED drink wear and bar accessories. If we don't have what you are looking for, we will find it for you!

MAXAD Promotional Marketing

477 Elgin Street
Ottawa, Ontario K2P 2H2
P: (613) 688-2121
F: (613) 688-2122
E: info@maxad.net
W: www.maxad.net
C: Joshua Max, Business Development Manager
MAXAD Promotional Marketing blends more than 50 years experience with a proven reputation for outstanding creative ideas and exceptional service that meets and exceeds your needs. MAXAD Promotional Marketing can guarantee that all of your marketing and promotional needs will be met on time and on budget.

Memberworks Canada Corporation

1801 McGill College Avenue, Suite 800
Montreal, Quebec H3A 2N4
P: (514) 847-7800
F: (514) 847-8214
E: chris.pike@memberworks.ca
W: www.memberworks.ca
Contact Christopher Pike, Buyer – Travel Promotions Coordinator
Memberworks Canada provides strategic thinking, turn-key marketing and support for both loyalty and membership programs, bringing value direct to consumers through an array of benefits in travel, discounts and security. With broad online and offline distribution capabilities, Memberworks Canada offers its corporate client partners effective tools to enhance market presence, strengthen customer affinity and generate additional revenue.

**Metromedia Marketing Ltd.**

5774 10 Street N.E.
Calgary, Alberta T2E 8W7
P: (403) 291-3912 / TF: 1-800-756-1539
F: (403) 291-3820 / TFF: 1-800-828-4181
E: promo@metromediamarketing.com
W: www.metromediamarketing.com
C: Nick Thompson, President

Metromedia is one of Canada's largest full-service promotional agencies. Our range of capabilities includes planning, selecting and managing programs such as employee incentives, tradeshow giveaways, sales awards, corporate identify premiums and executive gifting. Metromedia will enhance and fully integrate all of your brand strategies, helping you realize a measurable return on investment.

Proforma Adam Promotions

48 Galaxy Blvd. Unit 408
Toronto, Ontario M9W 6C8
P: (416) 977-0948
F: (416) 977-8562
E: adam.promotions@proforma.com
W: www.proforma.com/adampro
C: Ken McDowall, President

Since 1979, Proforma Adam Promotions has been Canada's premier distributor of imprinted promotional products. Using our RESULTS MEASUREMENT SYSTEM™, we provide our client with the ability to control, consolidate, and reduce merchandise expenses associated with their trademarks through proprietary technology coupled with flawless execution focused upon superior customer service.

Proforma Urban Peddler Promotions

172 Dundas Street West
Napanee, Ontario K7R 2A4
P: (613) 354-2534 / TF: 1-866-818-0887
F: (613) 354-3403
E: urbanpeddler@proforma.com
W: www.proforma.com/urbanpeddler
C: Sam Anderson, Owner

Let us do the work and make you a hero. By sourcing your marketing and promotions solutions, we save you time and make you look good. Our solutions include wearables, hard goods, awards/recognition programs and marketing programs. We deliver on time and guarantee our services and products. In eastern Ontario, many large plants, companies, public and government organizations and educational institutions turn to Proforma to provide all of their promotions needs.

The LN Group

858 Laval Crescent
Kamloops, B.C. V2C 5P2
P: (250) 828-0239 / TF: 1-866-828-6777
F: (250) 828-0238
E: info@lngroup.ca
W: www.lngroup.ca

Our creative design team can provide you with what you need! Professional logo design, state-of-the-art Web design and hosting, corporate apparel, promotional products, gifts, awards, and onsite contract screen printing. Together, we can get you noticed.

Tri Versa Global Inc.

75 Glen Cameron Road, 2nd floor
Thornhill, Ontario L3T 1N8
P: (905) 771-6494
F: (905) 771-6605

E: sales@triversaglobal.com
W: www.triversaglobal.com
C: Joel Kleinberg, President
T.V.G. is a wholesale promotional marketing firm specializing in imprinted items. Canadian owned and operated. Currently enjoying our 19-year anniversary. We offer an enormous variety of promotional products, including corporate gifts, mugs, pens, clothing, mouse pads, buttons and key chains. More than 2,950,000 products –all of which may be customized to suit all your needs.

WaySpa.com

298 Campbell Avenue
Toronto, Ontario M6P 3V6
P: (718) 623-8553 / TF: 1-800-929-7723, Ext.31
F: (718) 228-7199
E: Laura@wayspa.com
W: www.wayspa.com

C: Laura Campbell, Senior VP, Corporate Sales
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August 20-22

IncentiveWorks
Toronto, Ontario
www.meetingscanada.com

August 22

TOPS - Travelling Optimum Promotional Show
Montréal, QC
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September 5-6

TOPS - Travelling Optimum Promotional Show
Mississauga, Ontario
www.promocan.com

September 10

TOPS - Travelling Optimum Promotional Show
Calgary, AB
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September 11

IMA-CC Power Breakfast
Etobicoke, Ontario
Presenter: Stephen Smyth,
Maritz Canada
Register at
www.imacanada.ca

September 17-19

PROMO Live
Chicago, IL
www.thepromoevent.com

September 25-27

The Motivation Show
Chicago, IL
www.heiexpo.com

October 13-18

DMA 07 Direct Marketing Association Conference & Exhibition
Chicago, IL
www.the-dma.org/conferences/

October 22-24

Employers of Excellence National Conference
Las Vegas, NV
www.hr.com

November 8-9

PMA Basics of Promotion Marketing Seminar
New York, NY
www.pmalink.org

November 15-16

PMA Promotion Marketing Law Conference 2007
Chicago, IL
www.pmalink.org

November 28-29

PMA Advanced Promotion Marketing Workshop
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2008

January 3-5

ASI Orlando
Orlando, FL
www.asishow.com

January 14-18

The PPAI Expo 2008
Las Vegas, NV
www.ppai.org

January 25-29

Promotions Canada 2008
Toronto, ON
www.promocan.com

Jan 30-Feb 1

HRPAO Annual Conference
Toronto, Ontario
www.hrpaoo.org

February 6-8

ASI Dallas
Dallas, TX
www.asishow.com

March 9-13

The Exhibition Show 2007
Las Vegas, NV
www.exhibitor.net.com

April 7-10

National Conference on Operations & Fulfillment
Orlando, FL
www.ncof.com

April 8-9

PMA Annual Conference 2008
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www.pmalink.org

April 23-25

ASI Las Vegas
Las Vegas, NV
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April 27-30

Recognition Professionals International Annual Conference
Newport Beach, CA
www.regognition.org

April 30

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May 2

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May 5

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May 6-8

ASI Philadelphia
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May 7

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www.pmalink.org

May 20-23

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Promotions East 2008
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June 20-21

PMA - Basics of Promotional Marketing Seminar
New York, NY
www.pmalink.org

June 22-25

Society for Human Resource Management's (SHRM) Annual Conference & Exposition 2007
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www.shrm.org

August 28

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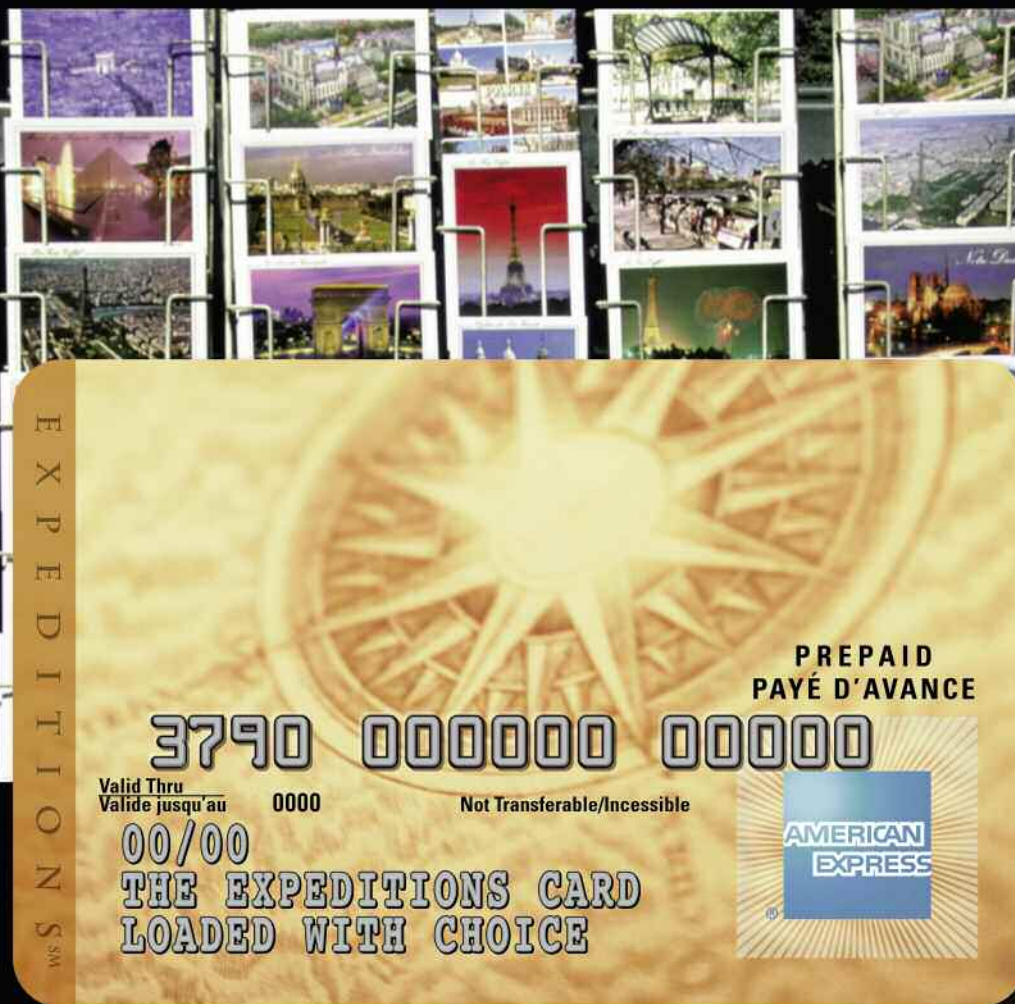
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