

Supplier and Service Company Listings

ACCOUNT SPECIFIC MARKETING

Catapult Action-Biased Marketing

55 Post Rd West
Westport, CT 06880
Phone: 203-682-4000
Fax: 203-682-4996

Contact: P. Kramer, Chief Executive Officer
Email: pkramer@catapultmarketing.com
Website: www.catapultmarketing.com

Other Offices: Bentonville, Nashville, Phoenix, Los Angeles, Singapore

Company Description: PROMO 100 AGENCY of the YEAR. A marketing solutions agency using an action-biased approach which incorporates award-winning strategy, shopper marketing, consumer promotions, merchandising, interactive, mobile marketing, and advertising, to increase brand equity and sales.

Specialization: We are completely focused on the needs of BRANDS, RETAILERS, CONSUMERS and SHOPPERS-and on influencing people wherever they may be: in-store, online, on the air, on the go, and in-home. The success of our approach comes from addressing all stakeholders and behaviors with equal passion and insight. To do that, we've built an agency that offers true integrated marketing solutions. An agency that places strategically sound, creatively compelling ideas on a pedestal.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact™ model links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

Clients: CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, SUBWAY@restaurants, Uncle Bens, Sara Lee.

Company Statement: Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct route to increased marketing effectiveness and efficiency. We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.



Ryan Partnership
50 Danbury Road
Wilton, CT 06897
Website: www.ryanpartnership.com

Contact: Mary Perry, President, Ryan Partnership Wilton
Phone: 203-210-3163
E-mail: mperry@ryanpartnership.com

Offices: Wilton CT, Chicago, Los Angeles, Columbus, Dallas, and Bentonville Ark

Company Description: An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI -Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360 solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!



Vertical Marketing Network
Imagination. Integration. Innovation.

Vertical Marketing Network

15147 Woodlawn Avenue
Tustin, CA 92780
Phone: 714-258-2400

Fax: 714-258-2409
Contact: Philip Saifer, President
Email: contact@verticalmarketing.net
Website: www.verticalmarketing.net

Vertical Viewpoint: Strong ASM/co-marketing programs set your brands apart from your competitors. We help effectively and efficiently drive your brand's point-of-difference. From menu programs to year-long trade partner alliance marketing events, Vertical Marketing Network delivers comprehensive programs that move the needle for your key accounts. That is why respected clients/brands including Warner Bros. Home Entertainment, Bandai America, WD-40 Banquet Homestyle Bakes, and Del Monte rely on our seasoned professionals to get it done.

Competencies: From planning to creative to turnkey execution and ROI/financial reporting, Vertical Marketing Network has the expertise to handle a wide range of retail-specific programs. From template programs, chain sweepstakes overlays, sampling/in-store events - we take care of the details so you can focus on other business initiatives.

See "Agencies" listing for more information.

ADVERGAMES



siainteractive
www.siainteractive.com

SIA Interactive

1062 NW 1st Court
Hallandale Beach, FL 33009
Phone: 305-792-9212
Fax: 305-655-1999

Contact: Felipe Sommer, CEO
Email: felipes@siainteractiveusa.com
Website: www.siainteractive.com

SIA Interactive is the leading provider of branded entertainment for events, tradeshow and promotions through interactive technology.

We specialize in Advergaming, latest trend in experiential Marketing, allowing clients to place marketing and branding messages embedded in fun and exciting video games, virtual reality simulations, projection experiences, 3D animations, etc.

ADVERTISING/PROMOTIONAL PRODUCTS



Summit
Marketing

Summit Marketing

Washington, DC

Website: www.summitmarketing.com

Contact:

Washington DC

Denis Harper, Executive Vice President

Ph: 240-491-5200

Denis.Harper@summitmarketing.com

Atlanta

Dan Weil, Group President

Ph: 770-303-0400

Dan.Weil@summitmarketing.com

Chicago

Bill Petrie, Executive Vice President

Ph: 630-775-2700

Bill.Petrie@summitmarketing.com

Kansas City

Michael Tritt, Executive Vice President

Ph: 913-562-3431

Michael.Tritt@summitmarketing.com

St. Louis

Dan Renz, CEO

Ph: 314-569-3737

Dan.Renz@summitmarketing.com

Summit Marketing is one of the largest promotional product firms in the country offering custom branded product solutions and business building marketing tools. We offer everything from executive gifts, awards and corporate apparel to memorable event giveaways and meeting materials.

As a fully integrated marketing communications agency, Summit Marketing is a unique resource in the industry, offering real solutions for real marketing challenges that will enrich your promotional product programs. Today's consumers are rapidly changing. We possess the proven strategies you need to adapt and stay ahead of a complex marketplace.

When you partner with Summit Marketing you'll gain access to over 750,000 high quality products from over 3,500 sources and importing capabilities for virtually all your needs. We understand that the power of promotional product lies in its unique ability to captivate through a physical, tangible embodiment of your brand. That's why our outstanding customer service staff is here to assist in your search for the perfect products. They'll also work with you and our creative team to create custom solutions that meet the needs of your brand.

Contact Summit Marketing to find the best promotional products for your brand and to discuss the full-service marketing communications capabilities we offer.

AUDITS & COMPLIANCE

Carroll Media Services Inc

11180 State Bridge Rd, Ste 207

Alpharetta, GA 30022

Phone: 770-777-1485

Fax: 770-777-1486

Contact: Glenn Carroll, President

Email: info@carrollmedia.com

Website: www.carrollmedia.com

Company Description: Since 1993, Carroll Media Services has been the leader in third-party proof-of-performance and compliance audits for out-of-home media, in-store media, promotions, sampling, and event marketing. With a network of 135 trained professionals in 92 North American markets, Carroll Media operates unannounced and submits detailed affidavit reports and photos within 24-hours of each audit.

Services:

PromotionTrak® - Third-party auditing and compliance verification for product demos/sampling, promotions, event marketing, and in-store activities in the US and Canada.

Out-of-Home Media Pre-Rides and Audits - Carroll Media independently evaluates, audits, and provides proof-of-performance reports on all out-of-home media programs - including in-store, alternative and digital media.

Custom Research - Specializing in on-site intercept surveys and online methods, Carroll Media measures recall to media and promotions exposure, purchase indices at the POS, consumer behavior, and trending.

Partial List of Clients: Coca-Cola, General Motors, Disney, Honda, Corona, McDonald's, Kraft, CVS, Pernod Ricard, ESPN, SunnyD, American Airlines, T-Mobile, Mineragua, Frito-Lay, Sangria Seniorial, Dunkin Donuts, Adidas, In-Store Marketing Institute, Traffic Audit Bureau.

B2B MARKETING



Gigunda Group Inc

540 N Commercial St

Manchester, NH 03101

Phone: 603-314-5000

Fax: 603-314-5001

Contact: Scott Schoessel

Email: scotts@gigundagroup.com

Website: www.gigundagroup.com



On The Path To Destination Devotion™

Gigunda Group puts you on the path to Destination Devotion. We are an involvement agency that aims to develop programming that will deliver a devoted following to your brand. Don't take our word for it... see for yourself.

Check out our entire listing in the Agency section or our updated website.

Walter Karl®

An infoGROUP company

Walter Karl Inc

2 Blue Hill Plaza, 3rd Floor

Pearl River, NY 10965

Phone: 845-620-0700

Contact: Tim Skennion, VP Sales

Email: tim.skennion@walterkarl.com

Website: www.walterkarl.com

Walter Karl has Direct Marketing Media and Services Solutions that will work to build your business, whether it is BtoB, Fundraising or BtoC. As a division of infoGROUP, our history dates back 50 years ago when Walter Karl was started and the direct mail industry was still in its infancy. We are now one of the country's most prominent and respected direct marketing firms, with solutions that integrate online and offline for our clients. With the depth and breadth of our experience, Walter Karl has grown to become an integral marketing partner for over 500 clients. We are proud to have on staff some of the industry's most experienced, dedicated professionals, many of whom have been with us for over 20 years. We are a results-driven company, renowned for our innovative marketing solutions and impeccable customer service.

BEVERAGE MARKETING

Picture Marketing™

Picture Marketing

1202 Grant Avenue, Ste D
Novato, CA 94945

Phone: 949-235-7898

Fax: 888-337-8288

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

CAMERAS

Canon

Canon U.S.A., Inc

Canon Corporate Gifts & Incentives

One Canon Plaza
Lake Success, NY 11042

Phone: 866-50-CANON

Email: specialmarkets@cusa.canon.com

Website: www.cusa.canon.com/corporategifts

For every hard working person that deserves a reward or incentive, Canon has a product to fit their lifestyle: digital cameras, SLR cameras, photo printers, scanners, Mini DV, DVD and VIXIA HD camcorders and more. Now, Canon has an easy way to help recognize the most deserving individuals, with Canon's Corporate Gifts Website: www.usa.canon.com/corporategifts. For inquiries about corporate sales and Canon products for use as gifts, premiums, incentives, promotions or rewards and how they can work hard for you, contact your local sales representative or call 866-50-CANON.

CAUSE MARKETING

MARKETING DRIVE

Realize Your Brand's Full Potential

Marketing Drive

800 Connecticut Ave, 3rd Floor East
Norwalk, CT 06854

Phone: 800-659-9439

Contact: Dean Williams, Director of Client Development

Email: dean.williams@marketingdrive.com

Website: www.marketingdrive.com

Year Founded: 1989

Locations:

Bentonville; Boston; Chicago; Minneapolis; Norwalk, CT

Description:

Leading promotional marketing agency - helping brands realize their full potential by identifying and activating the **incremental opportunity**. Unexpected insights are uncovered and creatively translated into relevant and valuable promotional activity stimulating desired behavioral change.

Expertise:

- Brand Promotion
- Shopper Marketing
- Partnership Marketing
- Cause Marketing

Partial Client List: Dannon, ExxonMobil, Kellogg's, K-mart, New Balance, Novartis Consumer Health, Pernod Ricard, Procter & Gamble, U.S. Environmental Protection Agency, and World Wildlife Fund.

CHANNEL MARKETING

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Email: pkramer@catapultmarketing.com

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50 Danbury Road
Wilton, CT 06897

Website: www.ryanpartnership.com

Contact: Mary Perry, President, Ryan Partnership Wilton

Phone: 203-210-3163

E-mail: mperry@ryanpartnership.com

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- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

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CO-MARKETING

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HMT Associates Inc
151 Orchardview Rd
Cleveland, OH 44131
Phone: 216-369-0109
Contact: Patti Conti, President/CEO
Email: info@hmtassociates.com
Website: www.hmtassociates.com

Company Description: HMT is a full service Shopper Marketing and Consumer Promotion Agency with a stellar reputation for delivering strategic solutions with speed, creativity and flawless execution. Our team is passionate and dedicated to achieving great results for great brands.

COLLEGE MARKETING

BARNES & NOBLE COLLEGE MARKETING NETWORK

Barnes & Noble College Marketing Network
120 Mountain View Blvd
Basking Ridge, NJ 07920
Phone: 908-991-2195
Fax: 908-991-2857
Contact: Melinda Wasserman
Email: mwasserman@bncollege.com
Website: www.bncollegemarketing.com

Reach 4 million students on over 600 campuses

Our know-how, reliability, and quality execution give you exclusive access to this influential audience through a unique set of traditional and non-traditional tools.

Targeted programs include:

- Sampling
- Signage
- Postering
- Print and online advertising
- Experiential
- Freshman Orientation and Graduation
- Football Gameday

Our client list includes: Apple, Boost Mobile, Avon, Merck, Procter & Gamble, Cadbury Adams, Pepsi, Schick, Wrigley, Dell, Starbucks, GameFly, STA Travel and Allstate.

We work directly with brands, as well as with media and promotional agencies to design programs that achieve your college marketing goals.



Euro RSCG 4D Impact

36 E Grand
Chicago, IL 60611
Phone: 678-405-1109
Fax: 678-468-3723
Contact: Erik Hauser, VP Executive Creative Director
Email: erik.hauser@eurorscg.com
Website: www.eurorscg-impact.com

DESCRIPTION: In addition to having the first and most respected national college sampling program in the nation, **Good Stuff**, Euro RSCG Impact designs and implements customized programs targeting college students. We have relationships with hundreds of campuses, infiltrating deep into college life through administrators, campus organizations such as Greeks, Dorm RAs, and etc. We reach students on campus, at concerts, spring break, festivals, and anywhere they hang out. Our targeted programs impact college students' purchasing decisions for a lifetime.

COUPONING: PROCESSING/ MGMT SERVICES



Inmar
2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: 336-631-2565
Fax: 336-631-2906
Contact: Debbie Settle, Director of Business Development
Email: debbie.settle@inmar.com
Website: www.inmar.com

Complete Coupon Care

Inmar CMS Promotion Services is the nation's largest and most comprehensive provider of coupon clearing and promotions settlement services. Inmar serves over 1,700 business clients, including manufacturers, wholesalers and retailers, and processes more than 3.5 billion transactions annually. Inmar offers the information, tools and resources you need to manage your coupon investment according to your business and marketing objectives. Inmar's comprehensive services provide your coupon program with:

- Total Flexibility
- Complete Accuracy
- Customized Tools
- Coupon Coding Assistance
- Rigorous Fraud Prevention

With Inmar, our client's coupon campaigns are a seamless experience that empowers them to utilize

their resources in more productive ways. When it comes to coupons, you can let Inmar do the heavy lifting.

Inmar also sponsors www.promotionsinforow.com, a complete resource for industry news and promotional planning.



NCH Marketing Services Inc

A Valassis Company

155 Pfingsten Road Suite 200
Deerfield, IL 60015

Phone: 847-317-5500

Fax: 847-317-0083

Contact: Dave Johnson, SVP Sales & Account Management

Email: djohnson@nchmarketing.com

Website: www.nchmarketing.com

A Trusted Promotional Partner For Over 50 Years

When you outsource the redemption and settlement of your promotional offers, you entrust someone to help you safeguard your company's financial transactions. But who should you trust?

For many of the world's best-known companies, the answer is: NCH, the leading provider of integrated business solutions for the redemption, settlement and analysis of digital and paper coupon offers.

For more than half a century, retailers and manufacturers around the globe have trusted NCH to protect the financial integrity of their promotional funds transfers. Call us today or visit us online at www.NCHResourceCenter.com to learn how NCH can help you benefit from more information, more control and greater efficiency in your coupon redemption program.

COUPONING: PROGRAMS



Vesta Green Marketing Solutions

1841 Broadway, Suite 320

New York, NY 10023

Phone: 212-313-9556

Fax: 212-757-0868

Email: info@vestagms.com

Website: www.vestagags.com

Vesta Green Marketing Solutions™ offers targeted consumer promotion, sampling, direct response and co-marketing programs distributed to 35 million affluent households through 40,000 dry cleaners nationwide.

DIRECT/DATABASE MARKETING



Walter Karl Inc

2 Blue Hill Plaza, 3rd Floor

Pearl River, NY 10965

Phone: 845-620-0700

Contact: Tim Skennion, VP Sales

Email: tim.skennion@walterkarl.com

Website: www.walterkarl.com

Walter Karl has Direct Marketing Media and Services Solutions that will work to build your business, whether it is BtoB, Fundraising or BtoC. As a division of infoGROUP, our history dates back 50 years ago when Walter Karl was started and the direct mail industry was still in its infancy. We are now one of the country's most prominent and respected direct marketing firms, with solutions that integrate online and offline for our clients. With the depth and breadth of our experience, Walter Karl has grown to become an integral marketing partner for over 500 clients. We are proud to have on staff some of the industry's most experienced, dedicated professionals, many of whom have been with us for over 20 years. We are a results-driven company, renowned for our innovative marketing solutions and impeccable customer service.

ENTERTAINMENT MARKETING/ SPONSORSHIPS

Picture Marketing™



Picture Marketing

1202 Grant Avenue, Ste D

Novato, CA 94945

Phone: 949-235-7898

Fax: 888-337-8288

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

ETHNIC MARKETING



CSA Marketing Inc
1566 NW 108 Avenue
Miami, FL 33172
Phone: 305-661-8828
Fax: 305-661-5588
Contact: Jorge Fusté, President/CEO
Email: info@csamarketing.com
Website: www.csamarketing.com

Offices

Miami, NY/NJ, Los Angeles, Puerto Rico

Company Description

A leading Hispanic marketing and promotions agency, CSA delivers strategic, consumer-driven solutions to the country's leading manufacturers. Balancing brands' objectives, consumer insights and retailer needs, our integrated promotions go beyond driving market share to truly connect. We understand the "why of the buy" and leverage that successfully, one shopper experience at a time.

Services

Hispanic Marketing
Co-Marketing
Program Development
Creative
Consumer Analysis & Opportunity Assessment



Directo Hispanic Integrated Marketing Services
11 Golden Shore, Suite 560
Long Beach, CA 90802
Phone: 562-624-4680
Fax: 562-624-4601
Contact: Diana Mejia-Jones, CEO
Email: info@directohispanic.com
Website: www.directohispanic.com

Offices: Long Beach, Dallas, Miami, Mexico City

Founded: 2004

Company description: Directo Hispanic is a National Integrated Sales Promotion and Marketing Agency offering a multitude of creative Alternative Marketing channels to reach the US Hispanic market. Their knowledge is grounded in over 20 years of retail and experiential marketing coupled with a mix of alternative and traditional media, Public Relations and enhanced press opportunities. Directo Hispanic creates integrated marketing and promotional strategies with impeccable performance and strong ROI. Directo Hispanic has field offices in the top 20 Hispanic Markets.

Specialization: Retail & Trade Marketing, Experiential Marketing, Talent Sponsorship, Creative & Production, Publicity, Media Services

Clients: PepsiCo, J&J, Chivas Regal, Martell, Kahlua, Malibu Rum, Casa Pedro Domecq, LALA Foods, Tajin, McDonalds, Orange County Fair, EMI Music

**MASS Hispanic**

8250 NW 27th Street Ste #301
Miami, FL 33122
Phone: 305-351-3600
Fax: 305-351-3620
Contact: Sandra Contreras, Director- New Business
Email: Sandra.Contreras@masshispanic.com
Website: www.masshispanic.com

We create brand encounters with consumers to influence their buying behavior and make the brand a part of their lives.

Our creativity can be measured in tangible terms: incremental and sustained sales.

Through innovative, non-traditional methods, we drive consumers into stores to purchase products over and over again!

PROMORED

120 NW 25th Street, Ste 203
Miami, FL 33127
Phone: 305-677-3058
Fax: 305-677-3075
Contact: Pablo Trench, President
Email: pablo@promoredusa.com
Website: www.promoredusa.com

EVENT MARKETING

**Euro RSCG 4D Impact**

36 E Grand Chicago, IL 60611
2855 Pacific Dr., Suite A Atlanta, GA 30071-9900
Phone: 678-405-1109 678-468-3723
Fax: 678-468-3723
Contact: Erik Hauser, VP Executive Creative Director
Email: erik.hauser@eurorscg.com
Website: www.eurorscg-impact.com

DESCRIPTION: We engage targeted audiences, generating positive "buzz" and building brand awareness, by custom designing and implementing interactive branded experiences at existing or proprietary events. From event analysis and strategy to creative direction and design, from production to entertainment and hospitality, from one-time events to nationwide tours we manage the process and create indelible experiences for your consumer base.

**Gigunda Group Inc**

540 N Commercial St
Manchester, NH 03101
Phone: 603-314-5000
Fax: 603-314-5001
Contact: Scott Schoessel
Email: scotts@gigundagroup.com
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- Consumer Insights and Research

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Specialized Promotions Network

Corporate Office:

1278 Glenneyre #308

Laguna Beach, CA 92651

Phone: 949-497-8203

Fax: 949-494-1866

Contact: Susie Sutherland, Director of Operations

Email: susie@spnsampling.com

Website: www.spnsampling.com



Denver Division:

1017 S. Gaylord Street

Denver, CO 80209

Phone: (303)777-4889 Fax: (303)777-4214

Company Description: Specialized Promotions Network (SPN) is a California-based national event sampling corporation founded in 1982. We develop and implement sampling and promotional on-site programs in all major markets. U.S. offices are located in Laguna Beach, CA, and Denver, CO.

Specialization: SPN's core competency is the execution of targeted sampling programs. By incorporating our in-house database of premier U.S. events with over 80 years of combined experience in the sampling industry, SPN has grown into one of the country's most effective and efficient event marketing companies. SPN provides turn-key promotions for on-site events and goody bag sampling as well as intercept sampling. Our services include event research, product sampling, creative and graphic design of visual display materials, and event follow-up reports.

Programs: Our expertise includes hand-to-hand and goody bag sampling targeting the following demographics: Endurance Athletes, Recreational Athletes, Health and Fitness, Women, Hispanics, African-Americans, Asians, and Children.

Clients: Borden, Con Agra, Del Monte, Hummer, Hansen's Beverage, Johnson & Johnson, Kraft Foods, MET-Rx, Nestlé Pharmavite, Powerfood, PepsiCo/Quaker Oats, Riviana Foods, Saab and Twinlab.



Velocity Sports & Entertainment

230 East Avenue

Norwalk, CT 06855

Phone: 203-831-2027

Fax: 203-831-2300

Contact: Chris Caldwell, Senior Vice President, Group Director

Email: Chris.Caldwell@teamvelocity.com

Website: www.teamvelocity.com

Velocity helps clients maximize the value of sports/entertainment sponsorship marketing efforts. Velocity assists in all aspects of the sponsorship process including strategic planning, negotiation, program development/activation, event/experiential marketing, hospitality and measurement.

Velocity clients include IBM, FedEx, AT&T, Toyota, Lilly, Holiday Inn, NBC, and Cirque du Soleil.

EVENT STAFFING

**8 Days A Week Inc**

1500 W Division St, Third Floor
Chicago, IL 60642

Phone: 773-227-8881 x107

Fax: 773-227-8181

Contact: Matthew Trehub

Email: matthew@8dayspromotions.com

Website: www.8dayspromotions.com

Branch Offices: Chicago, Tampa, Orange County

Putting the Right Face on Your Brand! 8 Days A Week provides superior, brand-compatible promotional managers and talent to serve as ambassadors and spokesmodels throughout the U.S. We offer 24-hour event support for our clients.

Specialization: Our extensive Talent Database consists of over 26,000 driven individuals committed to executing high impact brand experiences and increasing consumer brand awareness. A partial list of staff we provide:

- Tradeshow/Convention Models, Event Hosts, Tour/Event Managers, Bilingual Talent, NASCAR Models, Street Teams, Liquor Models, Samplers, Emcees, Costume Characters, Print/Runway/Fitness Models, CDL Drivers, etc.

Additional Staffing Solutions: We tackle all facets of your promotional undertaking, including:

- Program Management, Tour Routing, Premium Sourcing, Casting/Fitting Coordination, Talent Background Screenings, Staff Training Programs, Shipping/Tracking/Inventory of Event Materials, Brand Messaging Translation, Event Photography/Videography, Program Auditing, Small Business Marketing Solutions & more!

Contact us and we will immediately devise a proposal to meet your needs!

**EZ Event Staffing**

Los Angeles, CA

Phone: 877-2EZ-Event 877-239-3826

Fax: 310-943-1537

Email: info@ezeventstaffing.com

Website: www.Ezeventstaffing.com

Contact: Emiliana

Branch office: Chicago.

We specialize in staffing events thru-out the west coast and midwest. No event is to small or to large!

We have bilingual talent unlike any other agency.

EXPERIENTIAL MARKETING

**Euro RSCG 4D Impact**

36 E Grand

Chicago, IL 60611

Phone: 678-405-1109

Fax: 678-468-3723

Contact: Erik Hauser, VP Executive Creative Director

Email: erik.hauser@eurorscg.com

Website: www.eurorscg-impact.com

2855 Pacific Dr., Suite A

Atlanta, GA 30071-9900

Phone: 678-468-3723

DESCRIPTION: We change behavior by implementing live experiences, hand-to-hand, face-to-face interactions, which allow consumers to see, touch, taste, and fully immerse themselves within a brand. Consumers leave our events with a better understanding of the brand itself, a higher-level of sentimentality for the product, and a greater propensity to join the brand franchise for an extended period of time. We implement memorable consumer experiences at more than 10,000 venues annually.



GEORGE P. JOHNSON
experience marketing

George P. Johnson Experience Marketing

3600 Giddings Road

Auburn Hills, MI 48326

Phone: 248-475-2500

Fax: 248-475-2325

Contact

Jeff Rutchik

Senior Vice President - Client Services, Worldwide and General Manager

Phone: 617-535-9912

E-mail: Jeff.Rutchik@gpj.com

Website: www.gpj.com

What We Do

For marketers looking to integrate digital and physical campaigns, launch new products, open up new markets, increase revenue among existing customers and inspire employees, GPJ's unique capability is to create, produce, fabricate and integrate portfolios of trade shows, virtual events, conferences, mobile tours, proprietary events, entertainment sponsorship, large-scale public ceremonies and performances, meetings, mobility/handset campaigns, social media and other forms of live experiences...and then drive cost containment and measurable ROI across the portfolio through strategic frameworks, buying power, innovative leasing and payment structures, worldwide creative studios, the GlobalLINKS™ patented technology suite and the world's foremost delivery team of marketing experts who collaborate in real-time.

Additional Services

Amplify the impact of events through social media and digital integration with in-house capabilities; portfolio planning eliminates non-performing assets and optimizes the time brands spend with their audiences; enter emerging markets with confidence; GlobalLINKS suite eliminates multiple event technology vendors; reduce overhead by consolidating with one comprehensive agency; take advantage of global buying power and supplier relationships that meet the needs of everyone at the table: event, procurement and finance teams.



Gigunda Group Inc
 540 N Commercial St
 Manchester, NH 03101
Phone: 603-314-5000
Fax: 603-314-5001
Contact: Scott Schoessel
Email: scotts@gigundagroup.com
Website: www.gigundagroup.com



On The Path To Destination Devotion™
 Gigunda Group puts you on the path to Destination Devotion. We are an involvement agency that aims to develop programming that will deliver a devoted following to your brand. Don't take our word for it... see for yourself.

Check out our entire listing in the Agency section or our updated website.



Kaleidoscope
 1 Woodward Avenue, Suite 1300
 Detroit, MI 48226
Phone: 313-967-9696
Contact: Mike Snyder, VP Business Development
Email: mike.snyder@kseglobal.com
Website: www.kseglobal.com

Regional Offices:
 Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York

KSE Approach
 We innovate by applying science to the art of marketing. By blending performance metrics with creativity, we build promotions, events and sponsorships that generate results. That is why so many Kaleidoscope programs become lasting cornerstones of our clients' marketing efforts.

Proprietary Tools Increase ROI & ROO
 Our proprietary sponsorship evaluation system, InSite™, was developed over a 10-year continual learning cycle. Managed by our Evaluations Team, InSite™ is the most comprehensive tool of its kind, maintaining benchmarks based on thousands of sponsorships, promotional and event initiatives, and housing over 1 million activation days of results. InSite™ helps predict results, identify low performing aspects, and adapt and maximize returns for any organization.

- Core Services:**
- Strategic Design and Ideation
 - Program Planning
 - InSite™ Opportunity Evaluations
 - Contract Negotiations
 - Activation/On-Site Logistics
 - Digital Integration and Measurement
 - Consumer Data Collection/Lead Generation
 - Re-Contact Programs
 - Real-time Event Measurement
 - Analytics & Reporting



Kicking Cow Promotions Inc
 710 North Second Street - #200S
 St Louis, MO 63102
Phone: 877-909-4COW
Contact: Mike O'Leary, Ext. 106
Email: miko@kickingcow.com
Website: www.kickingcow.com



Marketing Werks Inc
 130 E Randolph St, Suite 2400
 Chicago, IL 60601
Phone: 312-228-0800
Contact: Jason Vargas, SVP Strategy & Integration
Email: jvargas@marketingwerks.com
Website: www.marketingwerks.com

...check out our listing in the **AGENCIES** section to see examples of our *werk*.



Picture Marketing
 1202 Grant Avenue, Ste D
 Novato, CA 94945
Phone: 949-235-7898
Fax: 888-337-8288
Contact: Terry Tonini
Email: ttonini@picturemarketing.com
Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more



Ryan Partnership
 50 Danbury Road
 Wilton, CT 06897
Website: www.ryanpartnership.com
Contact: Mary Perry, President, Ryan Partnership Wilton
Phone: 203-210-3163
E-mail: mperry@ryanpartnership.com

Offices: Wilton CT, Chicago, Los Angeles, Columbus, Dallas, and Bentonville Ark

Company Description: An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI -Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360 solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!



Team Enterprises

110 E Broward Blvd, Suite 2450
Fort Lauderdale, FL 33301
Phone: 954-862-2400
Contact: Daniel K. Gregory, President
Email: info@teament.com
Website: www.teament.com

Mission Statement:

To lead the industry in creating and executing interactive programs that influence consumer choice.



wedü

20 Market Street
Manchester, NH 03101
Phone: 603-647-9338
Fax: 603-647-2325
Contact: Toni DeGennaro, Marketing Director, Experiential
Email: toni@wedü.com
Website: www.wedü.com

Company Description: Full-service award winning advertising agency with experiential marketing capabilities including marketing strategy, concept design, PR, web/Interactive, sampling, staffing, print, production and execution. Some current and past clients include Kellogg's, Hasbro (NDTL), Radio Disney (Feelin' Groovy, Safety Smart Tour, Ad Council Theatre Tour), Boston Medical Center (annual Halloween Town), K-Vest, and NH Fisher Cats.

FIELD MARKETING



BFG Communications

Phone: 843-837-9115
Contact: Kevin Meany
Email: kmeany@bfgcom.com
Website: www.bfgcom.com

Company HQ: Hilton Head, SC

We build brand relevance and value through innovative marketing that redefines the way brands interact with consumers. Our unwavering commitment to client success is the standard the industry aspires to.



Picture Marketing

1202 Grant Avenue, Ste D
Novato, CA 94945
Phone: 949-235-7898
Fax: 888-337-8288
Contact: Terry Tonini
Email: ttonini@picturemarketing.com
Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

FULFILLMENT: DIRECT MAIL



Aero Fulfillment Services

3900 Aero Drive
Mason, OH 45040
Phone: 513-459-3900, 800-225-7145
Contact: Chris Probst, VP Sales
Email: sales@aerofulfillment.com
Website: www.aerofulfillment.com

Fulfillment Centers: Cincinnati, Ohio (Mason/West Chester)

Company Description:

National provider of outsourced fulfillment services. Centrally located in the Midwest allowing our clients to enjoy lower freight costs and faster delivery times. Offering more than 500,000 sq. ft. of warehouse and production space featuring more than one million sq. ft. storage capacity - Aero can handle any size project. 25% open capacity.

Services:

Order fulfillment, e-commerce business solutions, assembly/packaging/kitting, database management, mail processing, call center services, variable digital printing, and freight management.

Clients:

Fortune and S&P type companies specializing in Consumer Products, Pharmaceuticals, Financial Services, Publishing, Retail, Product Distribution and others.

Company Statement:

Aero sets a whole new standard in fulfillment that delivers significant bottom line benefits to our clients. It starts with aeroNavigator™ our proprietary and integrated, on-line ecommerce, order, warehouse and transportation management solution that is simply THE BEST IN THE INDUSTRY. aeroNavigator™ allows us to deliver improved quality, speed, solutions, and efficiencies. Our commitment to delivering value to all our clients has been the mainstay of our business since we were founded in 1986.

FULLFILLMENT: PREMIUM & CONTEST



Aero Fulfillment Services

3900 Aero Drive
Mason, OH 45040
Phone: 513-459-3900, 800-225-7145
Contact: Chris Probst, VP Sales
Email: sales@aerofulfillment.com
Website: www.aerofulfillment.com

Fulfillment Centers: Cincinnati, Ohio (Mason/
West Chester)

Company Description:

National provider of outsourced fulfillment services. Centrally located in the Midwest allowing our clients to enjoy lower freight costs and faster delivery times. Offering more than 500,000 sq. ft. of warehouse and production space featuring more than one million sq. ft. storage capacity - Aero can handle any size project. 25% open capacity.

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Inmar

2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: 336-631-2600
Fax: 336-631-2906
Contact: Lisa Bibawi, Director of Product Management and Development
Email: lisa.bibawi@inmar.com
Website: www.inmar.com

What You've Been Looking For - Total Fulfillment

Inmar CMS Promotion Services is the nation's largest and most comprehensive provider of promotional fulfillment and settlement services. Inmar serves over 1,700 business clients, including manufacturers, wholesalers and retailers, and processes more than 3.5 billion transactions annually. From sending out sales support kits to putting promotional items in the hands of consumers, Inmar provides the tools and services to make it happen.

Inmar's comprehensive services will provide your fulfillment program with:

- Promotions distribution and bounceback communication
- Product, premium and literature fulfillment
- Payment processing
- Web-based program tracking

Whether your customers are business partners or consumers, CMS can execute your promotional programs with accuracy, speed and flexibility. Our 99%+ accuracy rate insures that your customers will get exactly what you want them to have when you want them to get it.



Promotion Activators Inc

6240 Oakton Street
Morton Grove, IL 60053
Phone: 847-724-2143
Contact: Maxwell G. Anderson, Jr, Exec. VP
Email: maxjr@promotion-activators.com
Website: www.promotionactivators.com

Since 1978, PA professionals have been the go-to source for sweepstakes, contests and games (including rules, legal, security, seeding, prizes) rebates, coupons, premiums and more!



Promotion Fulfillment Center

311 21st Street
Camanche, IA 52730
Phone: 563-259-0100, 888-533-2236
Fax: 563-259-0110
Contact: Joan Current, VP Sales
Email: info@pfcfulfills.com
Website: www.pfcfulfills.com

Year Founded: 1974

Services: PFC, a full-service promotion fulfillment company, specializes in rebates, sweepstakes/contests/games, premiums, product fulfillment, e-commerce, sampling, inbound customer service support, IVR, POS distribution, survey scanning/data entry services and direct mail. Our warehouse is DEA and FDA approved.

Company Statement: Flawless promotion doesn't just happen; it requires experienced people who are dedicated to the task and processes that are state of the art and efficient. PFC, in Clinton, Iowa offers both expertise and service. That's why we've successfully served hundreds of clients and their national brands for over 35 years.



Promotion Management Center Inc

31205 Falcon Ave
PO Box 245
Stacy, MN 55079
Phone: 651-462-1214, 888-862-1213
Fax: 651-462-4118
Contact: DeAnn Monson
Email: info@pmci.us
Website: http://www.pmci.us

Your One-Stop Fulfillment Center!

Providing 25 years experience and specialization in the promotion and fulfillment industry.

Company Statement:

PMC offers an experienced team combining industry expertise and a roll-up-your sleeves fondness for old-fashioned hard work.

Our experience and commitment allows us to respond quickly and resourcefully to your needs and to maintain the superior customer service that we're known for within the industry. We pride ourselves on helping our customers service their customers effectively.

We offer free consultations and provide clear, honest cost estimates. Our goal is to keep costs down and

provide top-notch service to you and your customers.

Specializations:

Collating & Assembly
Direct Mail Programs
Frequent Buyer
Gift & Reloadable Card Programs
Judging/Prize Fulfillment
Loyalty Programs
Online/Mail-In Rebates & Coupons
Premium & Material Distribution
Sales Incentives
Sweepstakes & Contests
Tele & Online Customer Service
Web Based Promotions

We offer products and/or services in the following categories:

Ecommerce Services
Event & Mobile Marketing
Fulfillment
Premium & Contest Fulfillment
Online Marketing & Ecommerce
Rebate Processing
Sampling Programs
Sweepstakes, Games & Contests

ya | young america

YOUNG AMERICA CORPORATION

5050 Lincoln Drive, Suite 100
Edina, MN 55436
Phone: 800-533-4529
Contact: Mark Shipley, President
Website: www.young-america.com

Young America delivers premiums from key-chains and baseball caps, to branded merchandise and auction items so valuable they have to be locked in a vault. Whatever the item, and however complex the program, our turnkey solutions ensure problem-free execution and excellent results.

Comprehensive Services

- Consultation & Program Management
- Website Design & Development
- Inventory Management, Warehousing & Fulfillment
- Custom Application Development
- Multi-Channel Customer Service
- Data Analysis & Website Analytics

Integrated Multi-Channel Deployment

- Online
- Mail-In
- File Transfer Protocol/Data Transfer
- Phone/Integrated Voice Response
- Point-of-Sale

FULFILLMENT PRODUCTS



aero
Fulfillment Services

Maximizing the Marketing Supply Chain™

Aero Fulfillment Services

3900 Aero Drive
Mason, OH 45040
Phone: 513-459-3900, 800-225-7145
Contact: Chris Probst, VP Sales
Email: sales@aerofulfillment.com
Website: www.aerofulfillment.com

Fulfillment Centers: Cincinnati, Ohio (Mason/
West Chester)

Company Description:

National provider of outsourced fulfillment services. Centrally located in the Midwest allowing our clients to enjoy lower freight costs and faster delivery times. Offering more than 500,000 sq. ft. of warehouse and production space featuring more than one million sq. ft. storage capacity - Aero can handle any size project. 25% open capacity.

Services:

Order fulfillment, e-commerce business solutions, assembly/packaging/kitting, database management, mail processing, call center services, variable digital printing, and freight management.

Clients:

Fortune and S&P type companies specializing in Consumer Products, Pharmaceuticals, Financial Services, Publishing, Retail, Product Distribution and others.

Company Statement:

Aero sets a whole new standard in fulfillment that delivers significant bottom line benefits to our clients. It starts with aeroNavigator™ our proprietary and integrated, on-line ecommerce, order, warehouse and transportation management solution that is simply THE BEST IN THE INDUSTRY. aeroNavigator™ allows us to deliver improved quality, speed, solutions, and efficiencies. Our commitment to delivering value to all our clients has been the mainstay of our business since we were founded in 1986.



Promotion Fulfillment Center

311 21st Street
Camanche, IA 52730
Phone: 563-259-0100, 888-533-2236
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Email: info@pfcfulfills.com
Website: www.pfcfulfills.com

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GIFT CARDS/CERTIFICATES



**OVATION
REWARDS**

Fairmont | Raffles | Swissôtel

Canadian Pacific Tower, 100 Wellington Street West
Toronto, ON
M5K 1B7 Canada
Phone: 773-275-8027
Fax: 773-275-8037
Email: Robert.Ward@frhi.com
Website: http://www.frhi.com/ovationrewards

Ovation Rewards

Travel is a powerful incentive. That's why we're proud to offer you Ovation Rewards, redeemable for accommodation across our award-winning Fairmont, Raffles and Swissôtel brands.

Programs/Services

Presented in an elegant gift certificate format, Ovation Rewards include hotel accommodation, with breakfast, applicable taxes and gratuities, for two. They can be purchased in multiples of one-night stays and are superbly flexible -which benefits both the employer and the recipient. There are several room categories and locations to choose from in each of our four hotel collections, each reflecting a

different price threshold and level of recognition.

Once the reward is issued, we handle the guest's entire hotel itinerary through a dedicated reservations line. Ovation Reward stays are accepted to the last room available in the room category purchased, and are free of blackout dates.*

* Some restrictions may apply.

We also offer Fairmont Gift Cards in denominations from US\$25 which can be used towards a room or any of the various dining, spa or golf facilities at any Fairmont Hotel or Resort worldwide.



Hyatt Hotels & Resorts®

71 S Wacker Drive
Chicago, IL 60606

Phone: 312-780-5549

Fax: 312-780-5283

Email: scott.walker@corphq.hyatt.com

Website: www.certificates.hyatt.com

Hyatt Incentive Rewards

Travel motivates like no other reward. To get them to go to the end of the earth for your company... just send them to Hyatt.

Programs/Services:

Hyatt Stay Certificates™ let you award rejuvenating stays at participating Hyatt Hotels and Resorts worldwide. Hyatt Weekend Certificates™ are good for two- or three-night weekend getaways, including breakfast each morning at participating locations in the Continental U.S. and Canada. Hyatt Gift Cards and Check Certificates™ are available in denominations from US\$25 to US\$500 and can be used for a variety of eligible Hyatt services, such as dining, green fees, spa services, even towards lodging. Hyatt Gift Cards are redeemable in the U.S., Caribbean, and Canada, and the Hyatt Check Certificates are redeemable worldwide.

Expiration Date: 15 months from date of issuance on certificates



We make buying easier.

InComm, Inc

250 Williams Street, Ste M-100
Atlanta, GA 30303

Phone: 678-713-2086

Fax: 404-601-1000

Contact: Jacilyn Leonard, National Sales Manager, B2B

Email: b2bsales@incomm.com

Website: www.smartgiftcardsolutions.com

Company Description: With nearly \$8 Billion in annual sales volume, InComm is the leading marketer, distributor and technology innovator of stored value gift and prepaid products. Partnering with brand leaders, InComm offers gift cards, debit cards, prepaid wireless, digital music, and gaming cards.

Specialization: Let the InComm B2B group take the guesswork out of corporate gift card buying. Offering the exclusive Vanilla Visa Gift Card® products and packaging and over 90 of the most popular retail gift cards, InComm B2B is the one stop shop for all of your corporate gift card buying needs!

Additional Services: Customization options available-tailor a program for your company!

GUERRILLA MARKETING

Picture Marketing™

Picture Marketing

1202 Grant Avenue, Ste D
Novato, CA 94945

Phone: 949-235-7898

Fax: 888-337-8288

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

HEALTHCARE MARKETING

DIALOGUE COMPANY, Inc

106 Straube Center Blvd
Pennington, NJ 08534

Phone: 609-737-1110

Fax: 609-737-6927

Contact: Art Axberg

Email: info@adialogue.com

Website: www.adialogue.com



Company Description: Reach and influence receptive consumers experiencing life-changing events. Reach diabetes & cardiac patients through healthcare providers, and families visiting retail-based health clinics.

IN-STORE MARKETING PROGRAMS

Catapult Action-Biased Marketing

55 Post Rd West

Westport, CT 06880

Phone: 203-682-4000

Fax: 203-682-4996

Contact: P. Kramer, Chief Executive Officer

Email: pkramer@catapultmarketing.com

Website: www.catapultmarketing.com

Other Offices: Bentonville, Nashville, Phoenix, Los Angeles, Singapore

Company Description: PROMO 100 AGENCY of the YEAR. A marketing solutions agency using an action-biased approach which incorporates award-winning strategy, shopper marketing, consumer promotions, merchandising, interactive, mobile marketing, and advertising, to increase brand equity and sales.

Specialization: We are completely focused on the needs of BRANDS, RETAILERS, CONSUMERS and SHOPPERS-and on influencing people wherever they may be: in-store, online, on the air, on the go, and in-home. The success of our approach comes from addressing all stakeholders and behaviors with equal passion and insight. To do that, we've built an agency that offers true integrated marketing solutions. An agency that places strategically sound, creatively compelling ideas on a pedestal.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact™ model

links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

Clients: CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, SUBWAY® restaurants, Uncle Bens, Sara Lee.

Company Statement: Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct route to increased marketing effectiveness and efficiency. We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.



Insignia Systems Inc/Insignia POPS®

8799 Brooklyn Blvd
Minneapolis, MN 55445
Phone: 763-392-6200
Fax: 763-392-6222

Contact: Scott J. Simcox, Sr VP Marketing Services
Email: marketing@insigniapops.com
Website: www.insigniapops.com



Company Description: Developer and marketer of in-store advertising and promotional products, programs and services to retailers and consumer goods manufacturers.

Programs/Services: Insignia's POPSign® program is a national, product- and account-specific, shelf-edge advertising program that delivers superior sales increases, while building brand and store equity. POPSigns provide product features and benefits from manufacturers in retailer-specific designs; targeted messaging and pricing on a store-specific basis; a full line of product options; lead times as short as 3 weeks; and the highest documented sales lift of all at-shelf priced signs.

INFLATABLES

LANDMARK CREATIONS INTERNATIONAL

A Manufacturer of High Quality Custom Inflatables

Landmark Creations

3240 West Co Rd 42
Burnsville, MN 55337
Phone: 952-895-0947
Fax: 952-895-0946
Contact: Tom Meacham
Email: tom@landmarkcreations.com

When drawing traffic to your promotion is a necessity, Landmark Creations' custom inflatables deliver. The visual impact of life-like, giant inflatables is unmatched for drawing crowds from far and wide. For grand openings, tradeshow, displays, giveaways, or any other promotion, inflatables are practically guaranteed to produce foot traffic in droves. The Landmark design team ensures you receive an excellent representation of your product, logo or mascot, and also offers service that's unequalled in our industry.

INSURANCE FOR PRIZES & SWEEPSTAKES



Odds On Promotions

6195 Ridgeview Court, Suite D
Reno, NV 89519
Phone: 888-827-2249
Fax: 775-828-6013
Email: oopinfo@oddsnonpromotions.com
Website: www.oddsnonpromotions.com

Company Description: Eliminate risk and get bigger results with "A-" rated prize indemnity coverage for your sports, media, fundraising, show/event and consumer product promotions. When you have a winner, Odds On pays!



SCA Promotions Inc

3030 LBJ Freeway, 3rd Fl
Dallas, TX 75234
Phone: 888-860-3700
Email: scainfo@scapromo.com
Website: www.scapromotions.com

SCA is the leading provider of promotional risk coverage for agencies and marketers worldwide,

awarding over \$161 million in cash and prizes. For over 23 years, SCA has worked as the "behind-the-scenes" partner to create attention-grabbing offline and online promotions.

Our specialty is working with you to design prize offers that generate brand awareness and consumer action. For a fixed fee, that's just a fraction of the prize value, you can offer consumers the chance to win life-changing prizes. When there's a winner, SCA gives you the prize money to award your winner. Contact us for a free Prize Promotions Idea Kit.

On-Pack/In-Pack Offers
Instant-Win Games
Direct Mail Programs
Sports Contests
Online Sweepstakes
Online Prediction Contests
Kiosk Promotions
Special Event Promotions
Content Download Promotions (music, movies, ring-tones)
Trade Show Traffic Builders
Radio and Media Promotions
Retail and Mall Promotions

INTERACTIVE/INTERNET MARKETING SPECIALIST



Catapult Action-Biased Marketing

55 Post Rd West
Westport, CT 06880
Phone: 203-682-4000
Fax: 203-682-4996
Contact: P. Kramer, Chief Executive Officer
Email: pkramer@catapultmarketing.com
Website: www.catapultmarketing.com

Other Offices: Bentonville, Nashville, Phoenix, Los Angeles, Singapore

Company Description: PROMO 100 AGENCY of the YEAR. A marketing solutions agency using an action-biased approach which incorporates award-winning strategy, shopper marketing, consumer promotions, merchandising, interactive, mobile marketing, and advertising, to increase brand equity and sales.

Specialization: We are completely focused on the needs of BRANDS, RETAILERS, CONSUMERS and SHOPPERS-and on influencing people wherever they may be: in-store, online, on the air, on the go, and in-home. The success of our approach comes from addressing all stakeholders and behaviors with equal passion and insight. To do that, we've built an agency that offers true integrated marketing solutions. An agency that places strategically sound, creatively compelling ideas on a pedestal.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact™ model links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

Clients: CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, SUBWAY@restaurants, Uncle Bens, Sara Lee.

Company Statement: Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct route to increased marketing effectiveness and efficiency. We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.



Moderne Interactive
49 Front Street
Rockville Center, NY 11570
Phone: 516-594-1100
Fax: 516-594-1107
Contact: Joe Mastrocovi
Email: joe@modernecommunications.com

Moderne Interactive is an interactive marketing agency that creates uniquely integrated digital marketing experiences. We build real relationships between consumers and organizations-including governments and brands-via social, virtual, interactive, SMS, mobile application and experiential means. We integrate these tactics with your existing online and offline presence as well as our other services to truly engage your target audience. Interactive marketing, like any other type, is not done with a cookie-cutter. Moderne customizes each program to include only the right elements, maximizing efficiency and eliminating superfluous spending and development time. We get it right the first time so that you'll be excited to come back for a second.

MERCHANDISING SERVICES

Catapult Action-Biased Marketing

55 Post Rd West
Westport, CT 06880
Phone: 203-682-4000
Fax: 203-682-4996

Contact: P. Kramer, Chief Executive Officer
Email: pkramer@catapultmarketing.com
Website: www.catapultmarketing.com

Other Offices: Bentonville, Nashville, Phoenix, Los Angeles, Singapore

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MOBILE/WIRELESS TECHNOLOGY



Ideas for iPhone

1062 NW 1st Court
Hallandale Beach, FL 33009
Phone: 305-792-9212

Fax: 305-655-1999
Contact: Emiliano Abramzon
Email: emia@ideasforiphone.com
Website: www.ideasforiphone.com

Description:

Customized branded software applications for promotional activities and event marketing using iPhone/iTouch. Data capture, interactive survey, real time reporting, interactive catalogues and games.



Inmar

2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: 336-631-2864

Fax: 336-631-7777
Contact: Sharon Wahrmund
Email: sharon.wahrmund@inmar.com
Website: www.inmar.com

Mobile Promotions Just Got A Little Easier

Inmar, the most trusted name in coupon clearing and promotions settlement, now offers Conexionssm, a flexible digital settlement platform handling all types of promotions involving electronic redemption.

If you are looking to implement a mobile coupon campaign, look no further than Inmar for your financial reconciliation needs. With no paper coupon to track, digital coupons require the detailed accounting and reporting that Conexions provides. Inmar's financial settlement platform offers:

- Accurate and complete data collection
- Auditable and accountable process
- Consolidated reporting and management
- Mobile promotions platform

With Conexions, you can be sure your financial transactions will be safe and secure. Working with Inmar, you have an established and trusted partner in the coupon industry that has earned our fiduciary credibility.

Through Conexions, Inmar also offers a suite of mobile services including loyalty programs, web, rebates, sweepstakes and much more. Discover just how powerful your mobile promotional campaign can be when you partner with Inmar.

MOBILE MARKETING PROGRAMS



Euro RSCG 4D Impact

36 E Grand Chicago, IL 60611
 2855 Pacific Dr., Suite A Atlanta, GA 30071-9900
Phone: 678-405-1109 678-468-3723
Fax: 678-468-3723
Contact: Erik Hauser, VP Executive Creative Director
Email: erik.hauser@eurorscg.com
Website: www.eurorscg-impact.com

DESCRIPTION: We offer a wide variety of mobile marketing solutions to drive volume and educate targeted consumers:

- Custom touring attractions
- Semi-trailers, trucks
- Custom specialty vehicles
- Branded, eye-catching graphics

Our services are turnkey including design, construction, logistics, and staffing. Our vehicles capture consumers' attention and imagination while garnering millions of brand impressions.



Gigunda Group Inc

540 N Commercial St
 Manchester, NH 03101
Phone: 603-314-5000
Fax: 603-314-5001
Contact: Scott Schoessel
Email: scotts@gigundagroup.com
Website: www.gigundagroup.com



On The Path To Destination Devotion™

Gigunda Group puts you on the path to Destination Devotion. We are an involvement agency that aims to develop programming that will deliver a devoted following to your brand. Don't take our word for it... see for yourself.

Check out our entire listing in the Agency section or our updated website.



Marketing Werks Inc

130 E Randolph St, Suite 2400
 Chicago, IL 60601
Phone: 312-228-0800
Contact: Jason Vargas, SVP Strategy & Integration
Email: jvargas@marketingwerks.com
Website: www.marketingwerks.com

...check out our listing in the **AGENCIES** section to see examples of our *werk*.



Walter Karl Inc

2 Blue Hill Plaza, 3rd Floor
 Pearl River, NY 10965
Phone: 845-620-0700
Contact: Tim Skennion, VP Sales
Email: tim.skennion@walterkarl.com
Website: www.walterkarl.com

Walter Karl has Direct Marketing Media and Services Solutions that will work to build your business, whether it is BtoB, Fundraising or BtoC. As a division of infoGROUP, our history dates back 50 years ago when Walter Karl was started and the direct mail industry was still in its infancy. We are now one of the country's most prominent and respected direct marketing firms, with solutions that integrate online and offline for our clients. With the depth and breadth of our experience, Walter Karl has grown to become an integral marketing partner for over 500 clients. We are proud to have on staff some of the industry's most experienced, dedicated professionals, many of whom have been with us for over 20 years. We are a results-driven company, renowned for our innovative marketing solutions and impeccable customer service.

MOVIES/IN-THEATER PROMOTIONS

Fandango Inc

12200 W Olympic Blvd, Ste 150
 Los Angeles, CA 90064

Contact:

West Coast Inquiries: Mitch Brody or
 East Coast Inquiries: Jim Rowins

Phone:

West Coast Inquiries: 310-954-0278 x 224 or
 East Coast Inquiries: 617-765-4790 x44205

E-Mail:

West Coast Inquiries: mitch.brody@fandango.com or
 East Coast Inquiries: jim.rowins@fandango.com

Website: www.fandango.com

Fandango, the nation's largest movie ticketing service, offers movie ticket promo codes as the perfect solution for companies interested in rewarding, motivating or incenting consumers or employees. Fandango offers you or your client the

most complete promotion solution, including the best theater coverage (now accepted everywhere Visa is), configurable awards, flexible pricing, online redemption, guaranteed ticketing, exclusive content, the nationally-recognized Fandango brand, and advertising synergies on Fandango. Fandango promo codes can be distributed either online (e-mail, website, SMS) or offline (in/on-pack, checkout receipt, in-store).

Partial client list: AT&T, Symantec, Shell, 24 Hour Fitness, Wells Fargo

For more information about Fandango Promo Codes visit www.fandango.com/PromotionalCodes.aspx.

ONLINE MARKETING CONSULTANTS

Catapult Action-Biased Marketing

55 Post Rd West
 Westport, CT 06880
Phone: 203-682-4000

Fax: 203-682-4996

Contact: P. Kramer, Chief Executive Officer

Email: pkramer@catapultmarketing.com

Website: www.catapultmarketing.com

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PHOTOGRAPHY/PROMOTIONAL

Picture Marketing™

Picture Marketing

1202 Grant Avenue, Ste D
Novato, CA 94945

Phone: 949-235-7898

Fax: 888-337-8288

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

POP-UP STORES



Gigunda Group Inc

540 N Commercial St
Manchester, NH 03101

Phone: 603-314-5000

Fax: 603-314-5001

Contact: Scott Schoessel

Email: scotts@gigundagroup.com

Website: www.gigundagroup.com



On The Path To Destination Devotion™

Gigunda Group puts you on the path to Destination Devotion. We are an involvement agency that aims to develop programming that will deliver a devoted following to your brand. Don't take our word for it... see for yourself.

Check out our entire listing in the Agency section or our updated website.

PREMIUMS/INCENTIVES



Don Jagoda Associates

100 Marcus Drive
Melville, NY 11747

Phone: 631-454-1800

Fax: 631-454-1834

Website: www.dja.com

Since 1962, Don Jagoda Associates has been an award-winning marketing services and sales promotion agency that consistently innovates and excels in development and execution of sweepstakes, games and contest promotions, as well as consumer, sales and dealer incentive programs. Our under-one-roof capabilities allows for the flawless planning and execution of each promotion. Rely on DJA to deliver your online/offline/integrated, and most recently, Social Media Marketing promotions.



Promotion Services Group

Minnetonka Crossings, 6001 Shady Oak Rd Ste 280
Minnetonka, MN 55343

Phone: 952-933-0105

Contact: Gretchen Parker, Vice President/Managing Director

Email: gretchen.parker@promotionservicesgroup.com

Website: www.promotionservicesgroup.com

Year Founded: 1989

Company Description: Building brands through unique and custom premiums.

Company Statement: In today's competitive market, it's crucial that your promotional products say the right thing. With our vast experience in creating effective custom premiums from inception through delivery, we make sure that even the smallest impression makes a huge impact.

Specialized Services:

Premiums: Complete turn-key services including premium conceiving, design, development, sourcing, manufacturing and delivery.

Partial Client List: Krispy Kreme, P&G, Pernod Ricard, Regis Corporation and Select Comfort.

PRINTERS: PROMOTIONAL COLLATERAL



PPS

3915 Stern Ave
St. Charles, IL 60174

Phone: 630-513-8060, 877-877-7525

Fax: 630-513-8062

Contact: Ken Russo, General Manager

Email: pps@ppsofil.com

Website: www.ppsofil.com

PPS has a "One Pass Printing System" that's the ultimate in consistent high quality, security and efficiency at a customer friendly price! We print multiple sides of a piece, cold foil stamp, variable image, apply scratch-off, laminate multiple webs, diecut to size, batch & stack, all in line-at one time-on one press!

- "Bling" Postcards & Self-mailers
- Instant-Win Games
- Scratch-off Games

- On-line Decoder Games
- Scrambled Image or Hidden Image Games with Decoders
- Peel N Reveals or Pull Tabs
- On-Pack Instant-Win Games
- Discount Cards
- Gift Cards-Bar Coded
- Music Download Cards
- Phone Cards
- Static Cling
- Sticker Sheets
- Coupons
- Direct Mail Production

PPS has produced promotional products for: Bud Lite, Miller Lite, Harrah's, Discovery Cruise Lines, Pep Boys, Bloomingdales, Macy's, Lord & Taylor, Aeropostale, Limited and many more.

REBATE PROCESSING



Aero Fulfillment Services

3900 Aero Drive
Mason, OH 45040
Phone: 513-459-3900, 800-225-7145
Contact: Chris Probst, VP Sales
Email: sales@aerofulfillment.com
Website: www.aerofulfillment.com

Fulfillment Centers: Cincinnati, Ohio (Mason/ West Chester)

Company Description:

National provider of outsourced fulfillment services. Centrally located in the Midwest allowing our clients to enjoy lower freight costs and faster delivery times. Offering more than 500,000 sq. ft. of warehouse and production space featuring more than one million sq. ft. storage capacity - Aero can handle any size project. 25% open capacity.

Services:

Order fulfillment, e-commerce business solutions, assembly/packaging/kitting, database management, mail processing, call center services, variable digital printing, and freight management.

Clients:

Fortune and S&P type companies specializing in Consumer Products, Pharmaceuticals, Financial Services, Publishing, Retail, Product Distribution and others.

Company Statement:

Aero sets a whole new standard in fulfillment that delivers significant bottom line benefits to our clients. It starts with aeroNavigator™ our proprietary and integrated, on-line ecommerce, order, warehouse and transportation management solution that is simply THE BEST IN THE INDUSTRY. aeroNavigator™ allows us to deliver improved quality, speed, solutions, and efficiencies. Our commitment to delivering value to all our clients has been the mainstay of our business since we were founded in 1986.



Inmar

2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: 336-631-2600
Fax: 336-631-2906
Contact: Lisa Bibawi, Director of Business Development
Email: lisa.bibawi@inmar.com
Website: www.inmar.com

More Than Just a Check in the Mail

Inmar CMS Promotion Services is the nation's largest and most comprehensive provider of promotional fulfillment and settlement services. Inmar serves over 1,700 business clients, including manufacturers, wholesalers and retailers, and processes more than 3.5 billion transactions annually.

The Inmar rebate management solution does more than simply put a check in the mail. We see a rebate as an extension of your brand promise. Whether you need assistance with the development of your rebate program, the data collection, or back end controls, you can be confident that Inmar will take care of you.

Our rebate program will provide you with unmatched:

- **Promotion development** - we'll provide everything from suggestions on best tactics to advice on legal wording
- **Unmatched data collection accuracy** - rebates are handled in a controlled and secure processing environment
- **Timely and accurate payments** - we handle billions of transactions a year, tracking precisely who is paid, how much and when
- **Superior escheat management** - Inmar has never profited from escheat funding and we'll be sure that it is never a liability for you
- **Flexible delivery options** - we have the format that best fits your promotional objectives, whether it's gift cards, refunds, loyalty program points or anything else you might need
- **Web-based program tracking** - our reporting and information delivery platform provides activity monitoring, consumer participation and custom reports



Promotion Fulfillment Center

311 21st Street
Camanche, IA 52730
Phone: 563-259-0100, 888-533-2236
Fax: 563-259-0110
Contact: Joan Current, VP Sales
Email: info@pfcfulfills.com
Website: www.pfcfulfills.com

Year Founded: 1974

Services: PFC, a full-service promotion fulfillment company, specializes in rebates, sweepstakes/contests/games, premiums, product fulfillment, e-commerce, sampling, inbound customer service support, IVR, POS distribution, survey scanning/data entry services and direct mail. Our warehouse is DEA and FDA approved.

Company Statement: Flawless promotion doesn't just happen; it requires experienced people who are dedicated to the task and processes that are state of the art and efficient. PFC, in Clinton, Iowa offers both expertise and service. That's why we've successfully served hundreds of clients and their national brands for over 35 years.

ya | young america

YOUNG AMERICA CORPORATION

5050 Lincoln Drive, Suite 100
Edina, MN 55436
Phone: 800-533-4529
Contact: Mark Shipley, President
Website: www.young-america.com

Young America is transforming the way smart marketers think about and utilize rebates. Delivered with a strategy and flawless execution, rebates not only acquire customers, but expertly leverage marketing communications to create positive experiences, enhance customer relationships and build brand loyalty. Now that is a powerful marketing strategy.

Integrated Multi-Channel Deployment

- Online
- Mail-In
- File Transfer Protocol/Data Transfer
- Integrated Voice Response/Phone
- Point-of-Sale

Multiple Reward Options

- Prepaid Cards
- Checks
- Gift Cards & Reloads
- Premiums & Merchandise

RESEARCH SERVICES



Inmar

2650 Pilgrim Court
Winston-Salem, NC 27106

Phone: 336-631-2931

Fax: 336-631-2906

Contact: Joy Googe, Director of Inmar VSI
Promotion Consulting

Email: joy.googe@inmar.com

Website: www.inmar.com

Optimize Your Results

Inmar VSI Promotion Consulting offers a full range of services to help you to efficiently and effectively promote your products using coupons. Whether your goal is to move more product, build market share, target retailers, save time, reduce costs or improve ROI, Inmar can help you get there.

At Inmar, we customize our services to ensure that your coupon program works to meet your brand's objectives. We know that there is no one-size-fits-all approach. Instead, our coupon expertise and in-depth promotions knowledge provides you with:

- Specialized coupon optimization services
- Demographic and geographic insights into your customers
- The ability to execute complex, multi-brand events
- Custom analysis and insights

RETAIL MARKETING



CSA Marketing Inc

1566 NW 108 Avenue

Miami, FL 33172

Phone: 305-661-8828

Fax: 305-661-5588

Contact: Jorge Fusté, President/CEO

Email: info@csamarketing.com

Website: www.csamarketing.com

Offices

Miami, NY/NJ, Los Angeles, Puerto Rico

Company Description

A leading Hispanic marketing and promotions agency, CSA delivers strategic, consumer-driven solutions to the country's leading manufacturers. Balancing brands' objectives, consumer insights and retailer needs, our integrated promotions go beyond driving market share to truly connect. We understand the "why of the buy" and leverage that successfully, one shopper experience at a time.

Services

Hispanic Marketing

Co-Marketing

Program Development

Creative

Consumer Analysis & Opportunity Assessment



Marketing Werks Inc

130 E Randolph St, Suite 2400

Chicago, IL 60601

Phone: 312-228-0800

Contact: Jason Vargas, SVP Strategy & Integration

Email: jvargas@marketingwerks.com

Website: www.marketingwerks.com

...check out our listing in the **AGENCIES** section to see examples of our *work*.



Ryan Partnership

50 Danbury Road

Wilton, CT 06897

Website: www.ryanpartnership.com

Contact: Mary Perry, President, Ryan Partnership
Wilton

Phone: 203-210-3163

E-mail: mperry@ryanpartnership.com

Offices: Wilton CT, Chicago, Los Angeles, Columbus, Dallas, and Bentonville Ark

Company Description: An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI -Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360 solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!

SAMPLING PROGRAMS



BFG Communications

Phone: 843-837-9115

Contact: Kevin Meany

Email: kmeany@bfgcom.com

Website: www.bfgcom.com

Company HQ: Hilton Head, SC

We build brand relevance and value through innovative marketing that redefines the way brands interact with consumers. Our unwavering commitment to client success is the standard the industry aspires to.



CO-OP PROMOTIONS

Phone: 954-922-2323

Contact: Art Averbook, President

Email: art@co-oppromotions.com

CO-OP PROMOTIONS has 22 years experience in Sourcing Tie-in partners, Sampling Promotions, Value-Added Promotions. Worked with over 300 CPG brands & 100 agencies.



Euro RSCG 4D Impact

36 E Grand Chicago, IL 60611
2855 Pacific Dr., Suite A Atlanta, GA 30071-9900
Phone: 678-405-1109 678-468-3723

Fax: 678-468-3723

Contact: Erik Hauser, VP Executive Creative Director

Email: erik.hauser@eurorscg.com

Website: www.eurorscg-impact.com

DESCRIPTION: Euro RSCG 4D Impact specializes in distributing millions of product samples, targeting your highest value consumers to generate the greatest sales lift. We reach specified groups of consumers by life-stage, venue, common interest, gender, race, or income with co-op or solo delivery. We build awareness and trial of our client's products with access to 400,000+ lifestyle venues across the top 100-plus markets, and working experience with 10,000-plus events.



Moderne Promotions

49 Front Street Rockville Center, NY 11570
Phone: 516-594-1100

Fax: 516-594-1107

Contact: Joe Mastrocovi

Email: joe@modernecommunications.com

Moderne Promotions has been in the Event Marketing business for 25 years and we've done quite a bit of sampling in that time. Clients such as McDonald's, Kozy Shack, Budweiser Select and Axe Body Spray will tell you that we're exceptional at creating a customized approach to maximize the number of samples we can distribute to your target audience. But we also know that sometimes there is more to a sampling program than simple handouts. That's why we work with to integrate sample distribution with other digital, event and experiential services to amplify the sampling - something we like to call "Samplification."

Any market, any target, anytime: you tell us your goals and we'll make it happen.



Specialized Promotions Network

Corporate Office:

1278 Glenneyre #308 Laguna Beach, CA 92651
Phone: 949-497-8203

Fax: 949-494-1866

Contact: Susie Sutherland, Director of Operations

Email: susie@spnsampling.com

Website: www.spnsampling.com



Denver Division:

1017 S. Gaylord Street Denver, CO 80209
Phone: (303)777-4889 Fax: (303)777-4214

Company Description: Specialized Promotions Network (SPN) is a California-based national event sampling corporation founded in 1982. We develop and implement sampling and promotional on-site programs in all major markets. U.S. offices are located in Laguna Beach, CA, and Denver, CO.

Specialization: SPN's core competency is the execution of targeted sampling programs. By incorporating our in-house database of premier U.S. events with over 80 years of combined experience in the sampling industry, SPN has grown into one of the country's most effective and efficient event marketing companies. SPN provides turn-key promotions for on-site events and goody bag sampling as well as intercept sampling. Our services include event research, product sampling, creative and graphic design of visual display materials, and event follow-up reports.

Programs: Our expertise includes hand-to-hand and goody bag sampling targeting the following demographics: Endurance Athletes, Recreational Athletes, Health and Fitness, Women, Hispanics, African-Americans, Asians, and Children.

Clients: Borden, Con Agra, Del Monte, Hummer, Hansen's Beverage, Johnson & Johnson, Kraft Foods, MET-Rx, Nestlé Pharmavite, Powerfood, PepsiCo/Quaker Oats, Riviana Foods, Saab and Twinlab.



Team Enterprises

110 E Broward Blvd, Suite 2450 Fort Lauderdale, FL 33301

Phone: 954-862-2400

Contact: Daniel K. Gregory, President

Email: info@teament.com

Website: www.teamententerprises.com

Mission Statement:

To lead the industry in creating and executing interactive programs that influence consumer choice.

ya | young america

YOUNG AMERICA CORPORATION

5050 Lincoln Drive, Suite 100 Edina, MN 55436

Phone: 800-533-4529

Contact: Mark Shipley, President

Website: www.young-america.com

Putting a product in the hands of consumers is a great way to acquire new customers, get them excited about something new and build momentum for your brand. Young America designs and executes targeted and request-based sampling programs that not only drive trial, but acquire customers and build brand loyalty.

Comprehensive Services

- Consultation & Program Management
- Website Design & Development
- Food-Safe Warehousing
- Inventory Management & Fulfillment
- Custom Application Development
- Multi-Channel Customer Service
- Data Analysis & Website Analytics

Integrated Multi-Channel Deployment

- Direct Mail
- Online
- Phone/Integrated Voice Response
- Email & SMS Text Messaging

SHOPPER MARKETING



Catapult Action-Biased Marketing

55 Post Rd West

Westport, CT 06880

Phone: 203-682-4000

Fax: 203-682-4996

Contact: P. Kramer, Chief Executive Officer

Email: pkramer@catapultmarketing.com

Website: www.catapultmarketing.com

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Specialization: We are completely focused on the needs of BRANDS, RETAILERS, CONSUMERS and SHOPPERS-and on influencing people wherever they may be: in-store, online, on the air, on the go, and in-home. The success of our approach comes from addressing all stakeholders and behaviors with equal passion and insight. To do that, we've built an agency that offers true integrated marketing solutions. An agency that places strategically sound, creatively compelling ideas on a pedestal.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact™ model links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

Clients: CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, SUBWAY@restaurants, Uncle Bens, Sara Lee.

Company Statement: Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct route to increased marketing effectiveness and efficiency. We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.



HMT Associates Inc

151 Orchardview Rd

Cleveland, OH 44131

Phone: 216-369-0109

Contact: Patti Conti, President/CEO

Email: info@hmtassociates.com

Website: www.hmtassociates.com

Company Description: HMT is a full service Shopper Marketing and Consumer Promotion Agency with a stellar reputation for delivering strategic solutions with speed, creativity and flawless execution. Our team is passionate and dedicated to achieving great results for great brands.



INtegrated Marketing Services (IN)

18100 Von Karman Avenue, Suite 900

Irvine, CA 92612

Phone: 732-431-0254

Contact: Gary Wagner, President

Email: gwagner@thinkintegrated.com

Website: www.thinkintegrated.com

Get INSIDE. In a world where traditional media has lost impact, Shopper Marketing offers an efficient way to connect with consumers in order to drive conversion at retail. But getting it right requires getting INSIDE both the shopper's head and the retailer's world. INtegrated Marketing Services puts you there.

Use Our INSights: Shopper Marketing must be grounded in an actionable understanding of the shopper. Our multi-million dollar investment in analytics gives us precise information about how consumers behave as shoppers across channels. These insights, and others accumulated over our decade-long focus on this discipline, help us build cohesive plans that consistently connect with shoppers and build devotion for brands.

INVolve the Retailer. Even the biggest ideas won't get anywhere if they don't fly with the retailer. In addition to our client teams we have over 75 customer experts dedicated to keeping a finger on the pulse of retailer priorities and executional nuances. This helps us generate the kind of ideas that make retailers excited to collaborate and eager to support your brand.

Rely on our INSpired team. Our company fosters a dynamic, entrepreneurial culture built on teamwork and mutual respect. You can feel the collaborative spirit throughout our hallways, from our creative hub in Norwalk, Connecticut, to our headquarters

in Irvine, California, as well as our satellite offices across the country.

That's why getting IN with INtegrated means having an immediate edge over your competition.

We INvite you to learn more about us at thinkintegrated.com

MARKETING DRIVE

Realize Your Brand's Full Potential

Marketing Drive

800 Connecticut Ave, 3rd Floor East

Norwalk, CT 06854

Phone: 800-659-9439

Contact: Dean Williams, Director of Client Development

Email: dean.williams@marketingdrive.com

Website: www.marketingdrive.com

Year Founded: 1989

Locations:

Bentonville; Boston; Chicago; Minneapolis; Norwalk, CT

Description:

Leading promotional marketing agency - helping brands realize their full potential by identifying and activating the *incremental opportunity*. Unexpected insights are uncovered and creatively translated into relevant and valuable promotional activity stimulating desired behavioral change.

Expertise:

- Brand Promotion
- Shopper Marketing
- Partnership Marketing
- Cause Marketing

Partial Client List: Dannon, ExxonMobil, Kellogg's, K-mart, New Balance, Novartis Consumer Health, Pernod Ricard, Procter & Gamble, U.S. Environmental Protection Agency, and World Wildlife Fund.


MASS Hispanic

8250 NW 27th Street Ste #301
Miami, FL 33122

Phone: 305-351-3600

Fax: 305-351-3620

Contact: Sandra Contreras, Director- New Business

Email: Sandra.Contreras@masshispanic.com

Website: www.masshispanic.com

We create brand encounters with consumers to influence their buying behavior and make the brand a part of their lives.

Our creativity can be measured in tangible terms: incremental and sustained sales.

Through innovative, non-traditional methods, we drive consumers into stores to purchase products over and over again!


Ryan Partnership

50 Danbury Road
Wilton, CT 06897

Website: www.ryanpartnership.com

Contact: Mary Perry, President, Ryan Partnership Wilton

Phone: 203-210-3163

E-mail: mperry@ryanpartnership.com

Offices: Wilton CT, Chicago, Los Angeles, Columbus, Dallas, and Bentonville Ark

Company Description: An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI -Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360 solutions through our focused marketing disciplines including:

- Consumer Promotion
- Shopper Marketing and Retail Activation
- Direct Marketing
- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!

SPONSORSHIP ACTIVATION

Marketing Werks Inc

130 E Randolph St, Suite 2400
Chicago, IL 60601

Phone: 312-228-0800

Contact: Jason Vargas, SVP Strategy & Integration

Email: jvargas@marketingwerks.com

Website: www.marketingwerks.com

...check out our listing in the **AGENCIES** section to see examples of our *werk*.


Velocity Sports & Entertainment

230 East Avenue
Norwalk, CT 06855

Phone: 203-831-2027

Fax: 203-831-2300

Contact: Chris Caldwell, Senior Vice President,
Group Director

Email: Chris.Caldwell@teamvelocity.com

Website: www.teamvelocity.com

Velocity helps clients maximize the value of sports/entertainment sponsorship marketing efforts. Velocity assists in all aspects of the sponsorship process including strategic planning, negotiation, program development/activation, event/experiential marketing, hospitality and measurement.

Velocity clients include IBM, FedEx, AT&T, Toyota, Lilly, Holiday Inn, NBC, and Cirque du Soleil.

SPORTS MARKETING

Euro RSCG 4D Impact

36 E Grand
Chicago, IL 60611

2855 Pacific Dr., Suite A
Atlanta, GA 30071-9900

Phone: 678-405-1109 678-468-3723

Fax: 678-468-3723

Contact: Erik Hauser, VP Executive Creative Director

Email: erik.hauser@eurorscg.com

Website: www.eurorscg-impact.com

DESCRIPTION: We help our clients reach coveted consumers by leveraging relevant sports and entertainment entities. We have long-standing relationships and experience with creating, managing, and marketing programs in connection with NASCAR, NFL, MLB, water sports, extreme sports, LPGA, and NCAA, and more. Once a property is identified, we evaluate and negotiate an efficient and effective partnership. Through our sales promotion, hospitality, and event marketing expertise, we build unique and powerful plans to leverage the sponsorship.


Gigunda Group Inc

540 N Commercial St
Manchester, NH 03101

Phone: 603-314-5000

Fax: 603-314-5001

Contact: Scott Schoessel

Email: scottsg@gigundagroup.com

Website: www.gigundagroup.com


On The Path To Destination Devotion™

Gigunda Group puts you on the path to Destination Devotion. We are an involvement agency that aims to develop programming that will deliver a devoted following to your brand. Don't take our word for it... see for yourself.

Check out our entire listing in the Agency section or our updated website.

Picture Marketing™

Picture Marketing

1202 Grant Avenue, Ste D

Novato, CA 94945

Phone: 949-235-7898

Fax: 888-337-8288

Contact: Terry Tonini

Email: ttonini@picturemarketing.com

Website: www.picturemarketing.com



Using our turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates memorable brand experiences
- Drives consumers to sponsor's branded online activity
- Supports survey, SMS and CRM initiatives

Our patented FotoZap® Camera's built-in functionality meets every need.

- Easily add branded overlays to photos
- Built-in laser scanner accommodates high traffic
- Instant upload
- Direct integration with Facebook, LinkedIn and more

STRATEGIC MARKETING



Ryan Partnership

50 Danbury Road

Wilton, CT 06897

Website: www.ryanpartnership.com

Contact: Mary Perry, President, Ryan Partnership Wilton

Phone: 203-210-3163

E-mail: mperry@ryanpartnership.com

Offices: Wilton CT, Chicago, Los Angeles, Columbus, Dallas, and Bentonville Ark

Company Description: An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI -Return On Ideas.

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- Interactive
- Experiential Marketing
- Hispanic Promotional Marketing
- Media Buying and Planning
- Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!

SWEEPSTAKES, GAMES, CONTESTS



Don Jagoda Associates

100 Marcus Drive

Melville, NY 11747

Phone: 631-454-1800

Fax: 631-454-1834

Website: www.dja.com

Since 1962, Don Jagoda Associates has been an award-winning marketing services and sales promotion agency that consistently innovates and excels in development and execution of sweepstakes, games and contest promotions, as well as consumer, sales and dealer incentive programs. Our under-one-roof capabilities allows for the flawless planning and execution of each promotion. Rely on DJA to deliver your online/offline/integrated, and most recently, Social Media Marketing promotions.



Kicking Cow Promotions Inc

710 North Second Street - #200S

St Louis, MO 63102

Phone: 877-909-4COW

Contact: Mike O'Leary, Ext. 106

Email: miko@kickingcow.com

Website: www.kickingcow.com



Marketing Resources Inc

945 Oaklawn Avenue

Elmhurst, IL 60126

Phone: 630-530-0100

Fax: 630-530-0134

Contact: Mike Kida

Email: mkida@marketingresources.com

Website: www.marketingresources.com

MRI provides marketing support services to brands and agencies. Services include sweepstakes, games, contest administration; interactive promotions; rule writing; registration and bonding; fulfillment; official judging; prize seeding; winner validation; promotional premiums; print management.



Promotion Activators Inc

6240 Oakton Street

Morton Grove, IL 60053

Phone: 847-724-2143

Contact: Maxwell G. Anderson, Jr, Exec. VP

Email: maxjr@promotion-activators.com

Website: www.promotionactivators.com

Since 1978, PA professionals have been the go-to source for sweepstakes, contests and games (including rules, legal, security, seeding, prizes) rebates, coupons, premiums and more!



Promotion Fulfillment Center

311 21st Street

Camanche, IA 52730

Phone: 563-259-0100, 888-533-2236

Fax: 563-259-0110

Contact: Joan Current, VP Sales

Email: info@pfcfulfills.com

Website: www.pfcfulfills.com

Year Founded: 1974

Services: PFC, a full-service promotion fulfillment company, specializes in rebates, sweepstakes/contests/games, premiums, product fulfillment, e-commerce, sampling, inbound customer service support, IVR, POS distribution, survey scanning/data entry services and direct mail. Our warehouse is DEA and FDA approved.

Company Statement: Flawless promotion doesn't just happen; it requires experienced people who are dedicated to the task and processes that are state of the art and efficient. PFC, in Clinton, Iowa offers both expertise and service. That's why we've successfully served hundreds of clients and their national brands for over 35 years.



VENTURA ASSOCIATES INC

1040 Avenue of the Americas
New York, NY 10018
Phone: 212-302-8277, 310-909-0101
Fax: 212-302-2587
Contact: Marla Altberg, President (ext 3003)
Email: info@sweepspros.com
Website: www.sweepspros.com

Year Founded: 1971

Company Description: Full service sales promotion agency with particular expertise in prize promotions.

Services: Creation and administration of online and traditional sweepstakes, games and contests. Also provides creative, fulfillment, website design and hosting, database management, tie-ins, co-ops, interactive, research, multicultural and direct marketing services.

Clients: Aegon, Big Lots Inc., Bonnier Corporation, Consumers Union, Saks Fifth Avenue, Time Inc., Victoria's Secret

Professional Affiliations: ASI, DMA, PMA

ya | young america

YOUNG AMERICA CORPORATION

5050 Lincoln Drive, Suite 100
Edina, MN 55436
Phone: 800-533-4529
Contact: Mark Shipley, President
Website: www.young-america.com

Implementing and operating a sweepstakes correctly requires specialized expertise to manage the complexities and leverage customers' excitement into equity for your brand. That's where Young America comes in with knowledge and expertise. Handling thousands of sweepstakes each year, we take on the details to deliver results and build your brand image.

Comprehensive Services

- Program Consultation & Administration
- Website Design & Development
- Legal, Bonding & Registration
- Prize Drawing & Fulfillment
- Promotion Security & Fraud Prevention

- Multi-Channel Customer Service
- Data Analysis & Website Analytics

Integrated, Multi-Channel Deployment

- Mail-in
- Online
- Email & SMS Text Messaging
- Phone - Integrated Voice Response & Live Agent
- Retail & Event-Based

TATTOOS/TEMPORARY



Tattoo Factory Inc

2828 Proctor Road
Sarasota, FL 34231
Phone: 941-923-4110
Fax: 941-923-3139
Contact: Stephen Bloom
Email: info@tattoopromotionfactory.com
Website: www.tattoopromotionfactory.com

TEMPORARY TATTOOS - Award Winning Reliable And Experienced Manufacturing, Since 1992. **GUARANTEED LOW PRICES, INDUSTRY'S PREMIUM QUALITY, FAST DELIVERY AND CPSIA COMPLIANT.** Premiums, In-Packs And Give-a-ways.

TIE-IN SERVICES



CO-OP PROMOTIONS

Phone: 954-922-2323
Contact: Art Averbook, President
Email: art@co-oppromotions.com

CO-OP PROMOTIONS has 22 years experience in Sourcing Tie-in partners, Sampling Promotions, Value-Added Promotions. Worked with over 300 CPG brands & 100 agencies.

TRAVEL PROMOTIONS



Hyatt Hotels & Resorts®

71 S Wacker Drive
Chicago, IL 60606
Phone: 312-780-5549
Fax: 312-780-5283
Email: scott.walker@corphq.hyatt.com
Website: www.certificates.hyatt.com

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Travel motivates like no other reward. To get them to go to the end of the earth for your company... just send them to Hyatt.

Programs/Services:

Hyatt Stay Certificates™ let you award rejuvenating stays at participating Hyatt Hotels and Resorts worldwide. Hyatt Weekend Certificates™ are good for two- or three-night weekend getaways, including breakfast each morning at participating locations in the Continental U.S. and Canada. Hyatt Gift Cards and Check Certificates™ are available in denominations from US\$25 to US\$500 and can be used for a variety of eligible Hyatt services, such as dining, green fees, spa services, even towards lodging. Hyatt Gift Cards are redeemable in the U.S., Caribbean, and Canada, and the Hyatt Check Certificates are redeemable worldwide.

Expiration Date: 15 months from date of issuance on certificates

URBAN MARKETING



Moderne Mosaic

49 Front Street
Rockville Center, NY 11570
Phone: 516-594-1100
Fax: 516-594-1107
Contact: Joe Mastrocovi
Email: joe@modernecommunications.com

Moderne Mosaic has been creating targeted approaches for years, utilizing various types of media and events to penetrate even the hardest to reach urban communities. We micro-target right down to specific zip codes, putting your message or product in the hands and eyes of the precise target consumers when and where they're most receptive. Years of experience have given us the ability to focus on any group or sub-group - from general Hispanics, African-Americans and Asians to 2nd generation Hispanics, Caribbean African-Americans and Laotians. Give us as narrow a target as you can. We'll hit the bullseye.