

Supplier and Service Company Listings

SUPPLIERS AND SERVICE COMPANIES

ACCOUNT SPECIFIC MARKETING



CATAPULT MARKETING

55 Post Road West
Westport, CT 06880
Phone: (203) 682-4000
Fax: (203) 682-4155

Contact: P. Kramer, Chief Operating Officer
Phone: 203-682-4020

E-Mail: pkramer@catapultmarketing.com

Website: www.catapultmarketing.com

Phone: 203-682-4000 **Fax:** 203-682-4996

Other Offices: Los Angeles, Phoenix, Bentonville

Company Description: A marketing solutions agency that solves brand challenges using an action-biased approach incorporating award winning account-specific marketing, consumer promotions and advertising, merchandising, interactive and direct marketing to increase brand equity and sales.

Specialization: Retail is our foundation. No one knows retail better than us. It's key for all our clients, and the fastest growing area in the marketing mix. We have direct relationships with the marketing departments at all the top retailers in the US. We look at retail activation not as the end result of our marketing efforts, but as the beginning of developing a loyal consumer franchise.

Clients: Dannon Yogurt, Dole, Major Indoor Soccer League, M&M Mars, Novartis, Subway Restaurants, Sunbeam.

Company Statement: Catapult is strategically integrated. *We focus on what people actually do, more than what they merely think or say, as the 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.

People who work at Catapult get exposure to and participation in many disciplines. We train people to think in ideas that sell, not promotions per se.



COACTIVE MARKETING GROUP, INC.

75 Ninth Avenue
New York, New York, 10011
Phone: (212) 366-3438
Fax: (212) 660-3800

Contact: Paul Amershadian, EVP Marketing & Sales

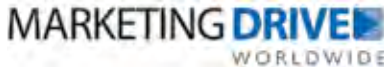
E-Mail: pamershadian@getcoactive.com

Service: We design and execute programs in all key marketing channels.

To design a program that will get the best results, it is necessary to understand the brands' objectives, and translate them into a program that will excite and engage the retailer, and get executed at store level!

We make over 400 in-person retailer visits to learn about and leverage their likes and dislikes. Our Clients programs enjoy exceptional acceptance, compliance, and repeat at the following retailers and many more:

Wal Mart	Lowes	Walgreens
Kroger	Safeway	Albertsons
Home Depot	Target	HEB
CVS	Publix	



MARKETING DRIVE WORLDWIDE

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

Phone: (203) 857-6101

Fax: (203) 857-6176

Contact: Michael Harris, President

E-Mail: miharris@marketingdrive.com

Website: www.marketingdrive.com

Year Founded: 1989

Other Offices:

Boston: Craig Millon, ph: 617-368-6711; cmillon@marketingdrive.com

Company Description: A full-service promotional marketing agency network.

Specialized Services: An innovator and industry leader in Customer Marketing, it is a center of excellence in both our Wilton, CT and Boston offices. Our Shopper-Centric research capabilities offer unparalleled knowledge allowing increased focus on shopper needs and shopping modes creating opportunities to provide insight into categories and retailers' core shoppers. We offer an unsurpassed depth of expertise including Knowledge Management, ROI Evaluation Modeling, and Shopper Insights™ Concept Testing. Each Account Team is staffed with Channel and Tier I Customer Strategy Account Specialists.

Company Statement: We help clients realize their brand's full potential by utilizing an in-depth understanding of brand essence, shopper insights, and customer dynamics. We help brands compete in ways never imagined.

Clients: Partial Listing includes: Coca-Cola, Dannon, Energy Star, ExxonMobil, Palm, and Visa

Professional Affiliations: Promotional Marketing Association of America, In-store Marketing Institute and MAA



MARS ADVERTISING

25200 Telegraph Road
Southfield, MI 48033

Phone: (800) 521-9317 or (248) 936-2267

Fax: (248) 936-2764

Contact: Ken Barnett, Chief Operating Officer

E-Mail: barnettk@marsusa.com

Website: www.marsusa.com

Year Founded: 1973

Branch Offices: Bentonville, San Francisco, Boise, Seattle, Minneapolis, Chicago, Portland, Pittsburgh, Cincinnati, New York, Phoenix, Tampa and Charlotte.

Please see Co-Marketing section for a complete listing.



VERTICAL MARKETING NETWORK

15147 Woodlawn Avenue
Tustin, CA 92780

Phone: (714) 258-2400

Fax: (714) 258-2409

Contact: Philip Saifer, President

E-Mail: contact@verticalmarketing.net

Website: www.verticalmarketing.net

Vertical Viewpoint: Strong ASM/co-marketing programs set your brands apart from your competitors. That is why respected clients/brands including Banquet Homestyle Bakes, Chef Boyardee, Del Monte, Gold-n-Soft, Hunt's Snack Pack, Nickelodeon, MGM Home Entertainment and Warner Home Video rely on our seasoned professionals to get it done. From menu-driven programs to the creation of year-long trade partner alliance marketing events, Vertical Marketing Network delivers comprehensive integrated programs that work in each retail account.

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 simple template coupons, chain sweepstakes and in-store events - we take care of the details so you can focus on other business initiatives.

See "Agencies" listing for more information.

ADVERTISING/PROMOTIONAL PRODUCTS



Your Merchandise Agency™

BENSUSSEN DEUTSCH & ASSOCIATES, INC. (BD&A)

15525 Woodinville-Redmond Road NE
Woodinville, WA 98072

Phone: (425) 492-6111

Fax: (425) 492-7222

Contact: Steve Avanesian, VP-Sales and Strategic Alliances

E-Mail: steve@bdainc.com

Website: www.bdainc.com

Branch Offices:

Seattle, Austin, Boston, Bentonville, Charlotte, Cincinnati, Dallas, Denver, Indianapolis, Irvine, Kansas City, Memphis, Portland, San Francisco, San Jose, Washington D.C., Thousand Oaks, Shenzhen (China), Shanghai (China)

Company Description:

BD&A is the nations leading merchandise agency. The agency designs effective merchandise programs to maximize a brand's visibility and delivers true ROI.

Specialization:

BD&A specializes in branded merchandise, sales promotions, licensing, sports marketing, B2B marketing, DTC marketing, cross-promotions, sports and entertainment marketing, sales incentives, event planning, custom product development, fulfillment and e-commerce.

Clients:

AOL, Bank of America, Best Buy, Dell, Disney, Crayola, Eli Lilly and Company, FedEx, ExxonMobil, Fox, Fremantle Entertainment H&R Block Johnson and Johnson, M&M's, Nike, Nintendo, Nordstrom, Toys "R" Us, Wal-Mart, Yahoo

Mission:

BD&A is dedicated to becoming the world's best merchandise agency offering an integrated set of brand services that maximizes our client's investment in promotional marketing and brand development.



GUERRILLA BILLBOARDS CORP.

18 South Main Street, Suite 205
Topsfield, MA 01983

Phone: (978) 887-7600

Fax: (978) 887-7601

Contact: Andrew Erickson

E-Mail: andrew@gbtruck.com

Website: www.guerrillabillboards.com

Corporate Overview:

Established in 1999 to meet the underserved mobile outdoor advertising market, Guerrilla Billboards can bring your message where others can't. We specialize in the production and implementation of mobile outdoor advertising campaigns using our custom designed and built "guerrilla trucks." With the exposure area of a 30 sheet billboard (that's over 10' x 22' on each side), their unique look turns heads and attracts eyeballs wherever they go. Whether it's the city where traditional billboards are prohibitively expensive or the suburbs where they are non-existent, the mobility of our trucks provides flexibility of time and location.

Services:

- Mobile Billboard Trucks
- Product Logistics - Distribution & Sampling
- Tour Staffing - Drivers & Brand Ambassadors
- Mobile Specialty Vehicle Management

Partial Client List:

Harvard Pilgrim Health Care, CORDIS, SunTrust Bank, Mattress Discounters, Cadbury Schweppes, Magners Irish Cider, Harley-Davidson Motorcycles, EMC Outdoor, MPG-Arnold, Metromark International and Strategic Media Services

MEDTECH WRISTBANDS

Phone: (800) 361-1259/519-686-0028

Fax: (888) 652-6565/519-686-9369

E-Mail: sales@medtechgroup.com

Website: www.medtechgroup.com;

www.3dwristsbands.com



MedTech Wristbands, a world-leading manufacturer of stock & customizable wristbands is also a fast emerging media & communications company. Our high quality wristbands are used for: advertising, promotions, sponsorships, admission & re-entry, identification, security, special events, etc.



MILMOUR PRODUCTS AND PROMOTIONS

8131 Monticello Avenue
Skokie, IL 60076

Phone: (847) 324-8048 or (888) 676-2645

Contact: Nancy Rooks, National Marketing Director

E-Mail: info@milmour.com

Website: www.milmour.com

Expertise: CUSTOM PREMIUM PROMOTIONS

including in-pack, on-pack, near pack, container-pack, giveaway and mail-in offers. Specializing in plastics and related material.

Company Description: Milmour Promotions is the industry's recognized leader for creating, designing, and manufacturing premiums. We provide all stages of product development, from brainstorming to quality

control and testing to fulfillment. We are fun, extremely innovative and award winning. Full-service.

Clients: Consumer Package Goods and Consumer Goods, including Kraft Foods, Unilever/Best Foods, Frito-Lay, Pfizer, Energizer, 3M Corp.



MPRINTED.COM

909 Keenan Circle
Plano, TX 75075

Phone: (972) 423-8627

Toll-Free: (866) 830-3373

Fax: (972) 424-9715

Contact: Joe Mercer, Meg Keierleber

E-Mail: promo@mprinted.com

Website: www.mprinted.com

Company Description: Full-service national supplier providing quality branded merchandise to support your promotional marketing objectives.

Additional Services: Online company stores and campaign fulfillment support services.

UPIC: MPRINTED



SOUND PROMOTIONS

1216 Liberty Way
Vista, CA 92081

Phone: (888) 222-1278

Fax: (760) 560-2200

E-Mail: PrivateLabel@sound-promotions.com

Website: Sound-Promotions.com



Description: Sound Promotions is a leading provider of customized music CDs for promotional use. The Private Label Collection offers music to match any promotional theme or target audience, from original recordings by the original artists to instrumental compilations by the world's leading orchestras.

Specialization: Sound Promotions now offers MUSIC DOWNLOADS in addition to CUSTOMIZED MUSIC CDs. Now, for the first time, MUSIC DOWNLOADS—the hottest item in the promotional products industry—are available in the quantities and at the price you need. More than 200 pre-licensed albums are available for four-color imprint in small quantities for fast turnaround, or with fully custom art and packaging in larger quantities. With music to match virtually any target audience or marketing theme, we are your one-stop solution to make any product introduction, corporate anniversary, special event or trade show more effective and memorable. Unsurpassed quality, selection, and customer service.

Partial Client List: Time-Warner, Bank of America, Ford Motor Company, Teleflora, Marriott Hotels, many banks, hotels, hospitals, credit unions and major corporations.

AROMA/SCENT MARKETING



CUSTOM FRESHENERS

Phone: (888) 241-9109

E-Mail: sales@customcarfresheners.com

Website: www.customcarfresheners.com

Let us customize car air fresheners with your company logo and information, turning them into billboards that hang from your customers' mirror seven days a week. For a minimum order of just 1500 pieces, each freshener is only \$.39.

AUDIO MARKETING AND CASSETTE DUPLICATION



SOUND PROMOTIONS

1216 Liberty Way
Vista, CA 92081

Phone: (888) 222-1278

Fax: (760) 560-2200

E-Mail: PrivateLabel@sound-promotions.com

Website: Sound-Promotions.com

Description: Sound Promotions is a leading provider of customized music CDs for promotional use. The Private Label Collection offers music to match any promotional theme or target audience, from original recordings by the original artists to instrumental compilations by the world's leading orchestras.

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Partial Client List: Time-Warner, Bank of America, Ford Motor Company, Teleflora, Marriott Hotels, many banks, hotels, hospitals, credit unions and major corporations.

BEVERAGE MARKETING



BFG COMMUNICATIONS

Phone: (843) 837-9115 x11

E-Mail: kmeany@bfgcom.com

Website: www.bfgcom.com

If you can drink it, we can sell it. A lot of it.

SUPPLIERS AND SERVICE COMPANIES

SLENCIL COMPANY

36 South Main
Orange, MA 01364-0210
Phone: (978) 544-2171
Fax: (978) 544-2812
Contact: William Goodwin
E-Mail: ProSource@slencil.com
Website: www.slencil.com



U.S. manufacturer of consumer product replica with tethered COILPEN® for lottery stations and check-out counters — provides preferred product differentiation at the point of sale -- commercial duty, refillable, made in USA.

BUZZ MARKETING

Promoguys Marketing Group **promoguys**

REAL TIME MARKETING™

PROMOGUYS MARKETING GROUP, LLC

210 West Front Street
Red Bank, NJ 07701
Phone: (732) 758-8303

Contact: Michael D'Alessio, President
E-Mail: Michael@promoguys.com
Website: www.promoguys.com

Company Description: With **Real Time Marketing™** from **Promoguys**, your live action marketing program is delivered to your audience when and where they are most willing to receive and respond to it. **Real Time Marketing** allows you to go wherever your audience is, bringing a unique experience that will be live, memorable and interactive- with as much "pull" as there is "push" to your message.

Promoguys national and local offerings include:

- Strategic & Creative Development
- Buzz Programs
- Events
- Promotion
- Trade Shows
- Online
- Strategic Partnerships

Partner with **Promoguys** on your next Retail, Financial, Fashion, Fragrance, Sports, Gay & Lesbian, Cause, Entertainment, Youth promotion!

CAMERAS

Canon

CANON U.S.A., INC.

SPECIAL ACCOUNT SALES

One Canon Plaza
Lake Success, NY 11042

Phone: (866) 502-2666

Fax: (516) 328-4829

Contact: Kimberly Carrette, Special Account Sales

E-Mail: specialmarkets@usa.canon.com

Website: www.usa.canon.com



Branch Office: Contact for Sales Rep

Company Description:

Canon is recognized as a world leader in optics and imaging solutions manufacturing high quality digital cameras, lenses, camcorders, photo printers and scanners. The name Canon is synonymous with landmark products and names like EOS, Rebel, PowerShot, PIXMA, ELPH and SureShot.

Services:

Canon Special Account Sales is serving the premium and incentive industry with an emphasis on customer service including in house administrative and sales associates and experienced regional sales representatives to help you develop an effective program. There's a wide assortment of brand name, quality products to appeal to anyone, at a variety of price points for your budget.

Additional Services:

Accessory and custom kits are available, including complete digital solutions to make ordering easier by providing everything the recipient needs in one box. Reprinter packaging, high resolution images and product brochures also available.

CAPS/HATS

VANTAGE APPAREL

100 Vantage Drive
Avenel, NJ 07001

Phone: (732) 340-3173

Fax: (732) 340-3165

Contact: Gina Barreca, Director of Marketing

E-Mail: ginab@vantageapparel.com

Website: vantageapparel.com



Branch Offices: Boston, Chicago, St. Louis, Santa Ana

Company Description: Vantage Apparel is one of the largest vertical manufacturers in the promotional industry operating nearly 1500 embroidery heads in their 5 facilities across the United States. In business for 30 years, Vantage has been chosen more often than any other brand of identity apparel by leading corporations, resorts, golf courses, colleges and casinos to promote their names and logos. The company's broad product selection of more than 400 quality styles including shirts, sweaters, fleece, windshirts, jackets, headwear and trendy T-shirts are available for at-once shipping.

Specialization: With one of the industry's deepest inventories, highest on-time shipping records and unparalleled service, Vantage is the most reliable and trusted source for your event, program or uniform business.

Additional Services: In-house screen and digital printing, transfer embellishments, custom apparel design & manufacturing, private labeling, special packaging and fulfillment services.

Company Statement: Vantage strives to be the compelling apparel choice of distributors, resellers and end-users for blank and decorated product for their promotional, branding and uniform needs. Considering the requirements of both our resellers and our end-buyers when making strategic decisions has allowed Vantage to deliver a more comprehensive apparel solution to the market. Vantage apparel is sold through promotional specialists and select retail outlets.

**CARD PRODUCTS/
PROMOTIONAL**



PREPAID SOLUTIONS USA
17W754 22nd Street 2nd Floor
Oakbrook Terrace, IL 60181
Phone: (630) 652-2545
E-Mail: info@prepaidsolutions.com
Website: www.prepaidsolutions.com

Prepaid Solutions USA, a service of West Suburban Bank in Chicago, is a leading issuer of Prepaid Visa®, MasterCard® and Discover® Rebate, Gift, Promotion and Incentive cards. We offer robust turnkey standard products and custom co-branded solutions to satisfy even the toughest high-touch marketing demands. Uniquely positioned as a card solution provider within a bank, we are able to provide highly competitive pricing, creative program design, comprehensive reporting, regulatory compliance and exceptional results for our clients and partners.



QUANTUM
Phone: (775) 833-0303
Website: www.quantumloyalty.com
Description: Quantum MasterCard/Visa stored-value cards can be used to target your customers' unique interests. Offer universally accepted cards, or cards directed to specific retailers or products. Reward customers with what they want - based on your budget - but pay for only the rewards that are redeemed.

Clients include: Warner Bros., Pepsi, Scotties

SPRINGBOK SERVICES
Phone: (877) 300-4272
E-Mail: sales@springbokservices.com
Website: www.SpringbokServices.com



Company Description:
Let Springbok Services help increase your sales, build your brand and really know your customer by combining a co-branded prepaid MasterCard® Card with ProKnow, a unique and powerful data mining engine that provides instant correlation between customer demographics and their spending trends. Make your next promotion a huge success with Springbok Services.

THE UNITED STATES PLAYING CARD COMPANY
4590 Beech St.
Cincinnati, OH 45212
Phone: (513) 396-5872 or (800) 542-7430
Fax: (513) 396-5776
Contact: Ellen Hecht, Custom Div. Sales Mgr.
E-Mail: customdivision@usplayingcard.com
Website: www.usplayingcard.com
Company Description: Producing high quality playing cards since 1881 in Cincinnati, OH. Manufacturer of Bee®, Bicycle®, Kem® and Hoyle®.

**CD/COMPUTER MARKETING
AND REPLICATION**



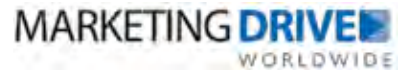
ODDS ON CD & DVD MANUFACTURING.
14 Sunset Way
Henderson, NV 89014
Phone: (702) 318-6001
Fax: (702) 318-6007
E-Mail: Sales@oddsonecording.com

Tom@oddsonecording.com
Website: www.OddsOnRecording.com

Odds On's CD replication facility contains all new state-of-the-art equipment. The facility is capable of generating over 4 million units each month for a variety of titles including music CDs, software CD-ROMs and DVDs.

Odds On's services, include recording, mastering, CD & DVD replication, DVD authoring, Graphic & Web Design.

CHANNEL MARKETING



MARKETING DRIVE WORLDWIDE
800 Connecticut Ave.
3rd Floor East
Norwalk, CT 06854
Phone: (203) 857-6101
Fax: (203) 857-6176
Contact: Michael Harris, President
E-Mail: miharris@marketingdrive.com
Website: www.marketingdrive.com

Year Founded: 1989

Other Offices:
Boston: Craig Millon, ph: 617-368-6711; cmillon@marketingdrive.com

Company Description: A full-service promotional marketing agency network.

Specialized Services: An innovator and industry leader in Customer Marketing, it is a center of excellence in both our Wilton, CT and Boston offices. Our Shopper-Centric research capabilities offer unparalleled knowledge allowing increased focus on shopper needs and shopping modes creating opportunities to provide insight into categories and retailers' core shoppers. We offer an unsurpassed depth of expertise including Knowledge Management, ROI Evaluation Modeling, and Shopper Insights™ Concept Testing. Each Account Team is staffed with Channel and Tier I Customer Strategy Account Specialists.

Company Statement: We help clients realize their brand's full potential by utilizing an in-depth understanding of brand essence, shopper insights, and customer dynamics. We help brands compete in ways never imagined.

Clients: Partial Listing includes: Coca-Cola, Dannon, Energy Star, ExxonMobil, Palm, and Visa

Professional Affiliations: Promotional Marketing Association of America, In-store Marketing Institute and MAA



SEISMICOM

301 Howard Street, Suite 1900
San Francisco, CA 94105

Phone: (415) 864-4000

Fax: (415) 864-4886

Contact: David Flaherty, President & CEO

E-Mail: david@seismicom.com

Website: www.seismicom.com

Branch Offices: Chicago, New York & Southern California

Company Description:

As our name suggests, we believe that forceful, integrated communications can be powerful agents for seismic change. We're driven by big ideas and our key strength is channel marketing. From insightful strategic plans to breakthrough creative promotions, our consulting and program activation services can help companies align the forces of change in their favor.

Expertise:

Sales promotion, direct response, sponsorship and entertainment marketing, event marketing, retail and environmental design, account-specific marketing

Clients include: Boeing, Cingular, Conoco-Phillips, Del Monte Pet Products, Dreyers, Haagen-Dazs and SanDisk

CHILDREN'S MARKETING



CO-OPTIONS Family Access Marketing

2500 Regency Parkway
Cary, NC 27511

Phone: (919) 654-6779

Fax: (919) 654-6810

Contact: Brian Sockin, President

E-Mail: sales@cooptions.com

Website: www.coptions.com

Regional Offices: Greenwich, CT, Orlando, FL

Company Description: Co-Options is a leading U.S. promotion agency, providing experiential promotional access to targeted clusters of consumers.

Specialization: Co-Options' Family Access Marketing and the *Family Touchpoint Network™* provides targeted exclusive access to tens of

millions of families for targeted, contextual sampling and promotion events.

Clients: Co-Options has worked major children's marketers, including Radio Disney, Hasbro, Blockbuster, K•B Toys, Kraft, General Mills, Procter&Gamble, Quaker, Mattel and dozens of others.

CO-MARKETING



BFG COMMUNICATIONS

Phone: (843) 837-9115 x11

E-Mail: kmeany@bfgcom.com

Website: www.bfgcom.com

Two brands are better than one.



CATAPULT MARKETING

55 Post Road West
Westport, CT 06880

Phone: (203) 682-4000

Fax: (203) 682-4155

Contact: P. Kramer, Chief Operating Officer

Phone: 203-682-4020

E-Mail: pkramer@catapultmarketing.com

Website: www.catapultmarketing.com

Phone: 203-682-4000 **Fax:** 203-682-4996

Other Offices: Los Angeles, Phoenix, Bentonville

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COACTIVE MARKETING GROUP, INC.

75 Ninth Avenue

New York, New York, 10011

Phone: (212) 660-3800

Fax: (212) 668-3877

Contact: John Benfield, CEO

E-Mail: jpb695@Getcoactive.com

Website: www.coactivemarketing.com

Description: A complete full-service marketing and sales promotion agency built to provide our clients with a broad platform of promotional and client services fundamentals as foundation to seven "best in class" areas of leadership marketing:

- Integrated Marketing
- Mega Retail Events
- Event Marketing
- Hispanic Marketing
- Co-Marketing Media
- Interactive
- Sports Marketing

Eight offices across the U.S.

Partial Client List: Procter & Gamble, Fresh Express, Kikkoman, Nintendo, Diageo, Coty, Schick, Miller Brewing, AOL Latino, General Mills



INTEGRATED MARKETING SERVICES

19100 Von Karman, Ste 350
Irvine, CA 92612

Phone: (949) 797-2905

Fax: (949) 797-2999

Contact: Tanya Domier, President

E-Mail: Tanya.domier@asmnet.com

Website: www.thinkintegrated.com

Locations: Atlanta, GA; Bentonville, AR; Chicago, IL; Irvine, CA; Norwalk, CT; San Antonio, TX; Tampa, FL

Company Description: Integrated Marketing Services (IN) was established in June, 2000 with a clear desire to differentiate itself from any other marketing and promotions agency in the U.S. Challenging the traditional agency paradigm, IN has set out to create a truly innovative model that connects sales, marketing, consumer insights, encouraging seamless execution to drive business results. IN provides a complete array of marketing services - from strategic insight to execution to post promotional analysis - to a list of Fortune 500 clients.

The Integrated Difference: IN has firmly established its points of difference among traditional promotional agencies as a Consumer Focused, Customer (Retailer) Connected and Complete Service Provider. By clearly understanding client needs, IN is able to execute optimal, strategic tactics to drive measurable results. Strategic regional teams are located close to key retail customers. IN largely credits its success to its entrepreneurial culture and "play to win" mindset.

Major U.S. Clients: Unilever, Georgia-Pacific, Time, Inc., McNeil Consumer Healthcare, Masterfoods, Church & Dwight, T. Marzetti, Phoenix Brands, Tree Top, Eight O'Clock Coffee

Mission Statement: Creating Outstanding Value for our Clients through the Inspiration of our Associates

Specializations:

- Customer (Retail-specific) Marketing
- Consumer Marketing
- Strategic Planning & Insight
- Full-Service Creative and Production



KS PARTNERSHIPS

Phone: (773) 935-2762

Contact: Kitty Shelley, Founder

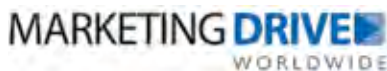
E-Mail: kitty@kspartnerships.com

Company Description: 20 years experience connecting 100's of blue chip brands to create custom partnership programs.

Let us:

- Solidify your business objectives
- Create strategic concepts and strategies
- Identify the right partners
- Position your brand to potential partners
- Negotiate and execute the program

Call or e-mail kitty@kspartnerships.com.



MARKETING DRIVE WORLDWIDE

800 Connecticut Ave.

3rd Floor East

Norwalk, CT 06854

Phone: (203) 857-6101

Fax: (203) 857-6176

Contact: Michael Harris, President

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MARS ADVERTISING

25200 Telegraph Road

Southfield, MI 48033

Phone: (800) 521-9317 or (248) 936-2267

Fax: (248) 936-2764

Contact: Ken Barnett, Chief Operating Officer

E-Mail: barnettk@marsusa.com

Website: www.marsusa.com

Year Founded: 1973

Branch Offices: Bentonville, San Francisco, Boise, Seattle, Minneapolis, Chicago, Portland, Pittsburgh, Cincinnati, New York, Phoenix, Tampa and Charlotte.

At MARS we work smart. Our insights come from doing our homework — digging deep to discover exactly what it takes to motivate your consumer. MARS has 33 years experience with over 300 employees, in 13 offices nationwide, who are experts at building brands at retail.

Clients:

Wal-Mart

ConAgra

Clorox

Ross Products

GlaxoSmithKline

SAMS Club

Levi

COLLEGE MARKETING

CAMPUS MEDIA GROUP INC.®

CAMPUS MEDIA GROUP, INC.

Two Appletree Square 4th Floor
Bloomington, MN 55425

Website: <http://www.CampusMediaGroup.com>

Request Information and Pricing: Call 952.854.3100
Campus Media Group is a leading youth media and marketing agency that helps today's top brands and agencies reach college students on campus. CMG specializes in providing college marketing strategy and nationwide media buying for brands like Nintendo, Hardee's, and PricewaterhouseCoopers.

★ EURO RSCG 4D™ | IMPACT

EURO RSCG 4D IMPACT

36 E. Grand Chicago, IL 60611
2855 Pacific Dr., Suite A Atlanta, GA 30071-9900
Phone: (312) 799-7000 (770) 263-0500 x105
Fax: (312) 799-7100 (770) 248-9014

Contact: Amy Linde, VP Business Development
E-Mail: amy.linde@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 programs targeting college students. 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.

LAUGH & LEARN

246 Crafton Avenue
Staten Island, NY 10314
Phone: (347) 528-7837

Contact: Professor Martin Weissman

E-Mail: mathprof@math911.com

Website: www.math911.com

Since 1990. Top rated Mathematics tutorial CDs customized with your advertising for the 30,000,000 Mathophobic students from middle school through college. President's National Mathematics Panel endorsee. Premiums that say "We care about America's future."

mktgpartners

MKTG.PARTNERS

230 W. 41st St 20th Floor
New York, NY 10036

Phone: (212) 260-8700

Contact: Charlie Horsey, Partner

E-Mail: charlie@mktgpartners.net

Website: www.mktgpartners.net

Branch: San Francisco

At MKTG.partners, we specialize in clutter-busting, mind-altering, out-thinking, spend-thrifting and brand-lifting lifestyle marketing-promotions and events. The capabilities of our Full Service Marketing firm include: Creative Services, College Marketing, Entertainment Marketing, Event Marketing, Mobile Marketing, Sponsorship Activation, Sports Marketing, and Strategic Marketing.



SLANT

150 N. Wacker Drive
Suite 2400

Chicago, IL 60606

Phone: (312) 655-9600

Contact: Tyler Miller

E-Mail: tmiller@thinkslant.com

Website: www.thinkslant.com

At SLANT, we help brands interact with Gen Y beyond traditional promotions. We facilitate interaction at Emotional High Points, and create experiences that translate into buzz in their social networks.

SLANT - Marketing From a Different Angle.

COUPONING: PROCESSING/ MGT. SERVICES



Welcome to a new way of thinking.

CMS, INC.

2650 Pilgrim Court
Winston-Salem, NC 27106

Phone: 336-631-2565

Fax: 336-631-2906

Contact: Debbie Settle, Director of Sales

E-Mail: debbie.settle@inmar.com

Website: www.cms.inmar.com

The Promotions Logistics Company

CMS meets the promotions logistics needs of over 700 of the world's largest consumer product companies, including designing, building, implementing and analyzing custom coupon, sweepstakes, fulfillment and rebate programs - from start to finish.

Since 1983, CMS has been a pioneer in the world of promotions, with our innovations being adopted as industry standards. Our clients trust CMS to be their agent in settling promotional transactions between them and their retail partners. Backed by SAS-70 Type II certified financial controls, CMS offers:

- Integrated management of coupons and electronic pay-for-performance promotions
- Data capture and management
- Bar code and family code consulting, creation and maintenance
- Rebate services
- Promotional consulting and business analytics
- Fulfillment programs management
- Sweepstakes Management

CMS also sponsors www.CouponInfoNow.com, the industry's most comprehensive promotional planning resource.

Welcome to a new way of thinking.

Professional Affiliations: Promotion Marketing Association, Association of Coupon Professionals

MANDLIK & RHODES INFORMATION SYSTEMS, INC.

127 E Main Street
Barrington, IL 60012

Phone: (847) 387-8721

Fax: (847) 387-8722

E-Mail: info@mandlik-rhodes.com

Website: www.mandlik-rhodes.com

Company Description: Providing reliable and affordable coupon redemption processing. Personalized service, sophisticated reporting, accurate redemption forecasting and auditable controls. Providing innovative coupon redemption solutions since 1995.

Major client: Procter & Gamble

Company Statement: Spend your promotion dollars wisely. We can help you move more products with less expense. We provide pro-active customer service and our goal is 100% customer satisfaction.



NCH MARKETING SERVICES, INC.

155 Pflugsten Road, Suite 200
Deerfield, IL 60015

Phone: (847) 317-5500

Fax: (847) 317-0083

Contact: Dave Johnson, SVP Sales & Account Management

E-Mail: djohnson@nchmarketing.com

Website: www.nchmarketing.com

A Trusted Promotional Partner For 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 largest companies, the answer is: NCH.

For half a century, leading retailers and manufacturers have trusted NCH to protect the financial integrity of their promotional funds transfers. We are the global leader in business solutions for the planning, redemption, settlement and analysis of coupon offers. Our solutions include:

- Manufacturer Redemption Services
- Retailer Clearing Services
- Online Coupon Information Management Tools
- Custom Research and Analysis

Get the protection you deserve from a partner you can trust. Call us today to learn how NCH can help you benefit from more information, more control and greater efficiency in your coupon program.

COUPONING: PROGRAMS



GIFTPAX SAMPLING, LLC.

742 Milford-Warren Glen Rd.
Milford, NJ 08848

Phone: (908) 995-7042

Contact: Marjorie Knight, VP-Sales

Website: www.giftpax.com

Company Description: GiftPax provides targeted sampling and advertising programs through the medical environment.

Programs: New FamilyPax reaches 3,600,000 new families through hospital/birthing facilities. Expectant FamilyPax reaches 2,100,000 expectant women through OB/GYN offices. Infant FamilyPax reaches 2,000,000 families with infants 3-6 months old through Pediatricians' offices. KinderPax reaches 500,000 families with children entering Kindergarten through Pediatricians' offices.

Fulfillment: 30,000 sq. ft, fully air-conditioned warehouse located in Fredericktown, Missouri. Let us "package up and ship your program."



QUANTUM

Phone: (775) 833-0303

Website: www.quantumloyalty.com

Description: Use Quantum Rewards' certificates to offer admissions to movies, for entertainment such as DVDs, games and music, or for merchandise redeemable nationwide at retailers that accept MasterCard/Visa. **Offer millions but pay for only the certificates redeemed.**

Clients include: Trump Plaza, Kellogg's, Nintendo, Sony

CREATIVE RESOURCES



4 ALARM STUDIO

Contact: Jim Harper

Phone: 314-446-1861

Fax: 314-588-9540

Website: www.4alarmstudio.com

Comprised of some of the best digital imaging specialists, 3-D artists and mechanical experts operating in a streamlined workflow, 4 Alarm Studio's mission is to partner with agencies, enhancing and expanding their capabilities and execution with a multitude of visual production services as well as dynamic asset and content management solutions.



BFG COMMUNICATIONS

Phone: (843) 837-9115 x11

E-Mail: kmeany@bfgcom.com

Website: www.bfgcom.com

Every agency will tell you they're creative. We've got proof.

CUSTOM APPAREL

COCKPIT USA

15 West 39th Street
New York, NY 10018

Phone: (212) 575-1616

Fax: (212) 575-1636

Contact: Ms. Jacky Clyman

E-Mail: jacky@cockpitusa.com

Website: www.cockpitusa.com

Company Description:

Official supplier to the USA government — personalized quality wool & leather and all leather or textile jackets manufactured quickly in the USA.

Clients: Twentieth Century Fox, Grammy Awards, Tostitos "Fiesta Bowl," Bad Boy Entertainment Co.

VANTAGE APPAREL

100 Vantage Drive
Avenel, NJ 07001

Phone: (732) 340-3173

Fax: (732) 340-3165

Contact: Gina Barreca, Director of Marketing

E-Mail: ginab@vantageapparel.com

Website: vantageapparel.com



Branch Offices: Boston, Chicago, St. Louis, Santa Ana

Company Description: Vantage Apparel is one of

SUPPLIERS AND SERVICE COMPANIES

the largest vertical manufacturers in the promotional industry operating nearly 1500 embroidery heads in their 5 facilities across the United States. In business for 30 years, Vantage has been chosen more often than any other brand of identity apparel by leading corporations, resorts, golf courses, colleges and casinos to promote their names and logos. The company's broad product selection of more than 400 quality styles including shirts, sweaters, fleece, windshirts, jackets, headwear and trendy T-shirts are available for at-once shipping.

Specialization: With one of the industry's deepest inventories, highest on-time shipping records and unparalleled service, Vantage is the most reliable and trusted source for your event, program or uniform business.

Additional Services: In-house screen and digital printing, transfer embellishments, custom apparel design & manufacturing, private labeling, special packaging and fulfillment services.

Company Statement: Vantage strives to be the compelling apparel choice of distributors, resellers and end-users for blank and decorated product for their promotional, branding and uniform needs. Considering the requirements of both our resellers and our end-buyers when making strategic decisions has allowed Vantage to deliver a more comprehensive apparel solution to the market. Vantage apparel is sold through promotional specialists and select retail outlets.

DEBIT CARDS



CARD EXPRESS, INC.
13766 Alton Parkway, Suite 150
Irvine, CA 92618
Phone: (949) 885-2600
Fax: (949) 885-2699
Website: www.cardex.com



Company Description: Card Express, Inc. is a leading processor of prepaid debit card products and services. The company's state-of-the-art debit card platform is adaptable and scalable

and currently supports numerous prepaid debit card applications including gift, incentive, payroll, travel money, cash, prepaid expense accounts, government disbursements, teen/family spending, cross border remittance and virtual cards.

DEMOGRAPHIC TARGETING



FESTIVAL MEDIA CORPORATION
900 Fourth Avenue, Suite 3350
Seattle, WA 98164
Phone: (206) 381-5200
Contact: Charles D. Brown, Chairman and CEO
E-Mail: cbrown@festmedia.com
Website: www.festivalmediacorp.com
Company Description: Provides free online sponsorship rights planning and purchasing services; offering efficient, effective access to 1 billion consumers worldwide through 40,000+ community festivals.
Specialization: FMC SponsorFest® makes sponsorship rights planning and purchasing as easy as 1-2-3.
1. Sponsors select required rights;
2. SponsorFest selects and recommends festivals.
3. Sponsors review and approve. FMC buys
Benefits: Saves 90% of sponsor's time; optimizes reach by target audience demographics and promotion goals; presents new ROI metrics-all online.
Clients: Swivel Media, 141 Worldwide Boomerang, PMG, US Bank, Dance Monkey, Carol H. Williams

DIE CAST PRODUCTS



GREENLIGHT LLC
6402 N. Cornell Avenue
Indianapolis, IN 46220
Phone: (317) 287-0600 x3
Fax: (317) 205-3501
Contact: Russell Hughes, Director of Sales and Promotions
E-Mail: rjh@greenlighttoys.com
Website: www.greenlighttoys.com

GreenLight, manufacturer and marketer of authentic die-cast replicas, specializes in the development and production of die-cast replica vehicle programs. Contact GreenLight for your die-cast needs - including events, retail, promotions and trade shows.

**DOCUMENT IMAGING/
SCANNING**



RESOLVE CORPORATION
20770 Westwood Drive
Strongsville, OH 44149
Phone: (800) 741-9972
Contact: Tim O'Keefe
E-Mail: info@resolve.com
Website: www.resolve.com

Company Description: Resolve is a full service provider of fulfillment services, specializing in document imaging/scanning and web-based retrieval methods.

Specializations:

- Conversion of paper documents to electronic images
- Data entry of scanned images
- Online storage/data management
- Efficient access and retrieval of electronic data
- Form design and consultation
- Integration of physical documents, voice recordings and IVR transcription

**DVD CREATION AND
REPLICATION**



ODDS ON CD & DVD MANUFACTURING.
14 Sunset Way
Henderson, NV 89014
Phone: (702) 318-6001
Fax: (702) 318-6007
E-Mail: Sales@oddsonecording.com
Tom@oddsonecording.com
Website: www.OddsOnRecording.com

Odds On's CD replication facility contains all new state-of-the-art equipment. The facility is capable of generating over 4 million units each month for a variety of titles including music CDs, software CD-ROMs and DVDs.

Odds On's services, include recording, mastering, CD & DVD replication, DVD authoring, Graphic & Web Design.

ENTERTAINMENT MARKETING/ SPONSORSHIPS



141 PREMIERE SPORTS AND ENTERTAINMENT

350 West Mart Drive
Suite 350

Chicago, IL 60654

Phone: (312) 527-3900

Fax: (312) 527-3327

Contact: Jeannie Goldstein, EVP Managing Director

E-Mail: jgoldstein@141worldwide.com

Company Description: 141 Premiere is the sports and entertainment unit of 141 Worldwide, a through the line marketing services company focused on Behavior Transformation™. 141 Premiere is a property-neutral sports and entertainment group whose basic belief is sponsor the right properties and focus on full activation. We are uniquely capable of leveraging a variety of sponsorships reaching our client's goals and measurements. The 141 Worldwide global network of 46 offices in 36 countries provides us access to deep industry expertise and proprietary tools that drive both sales and brand equity for local and global clients.

Core Capabilities: Sponsorship consultation: strategic analysis, licensing, and negotiation Asset management: principles and tools Promotional activation: at retail, on-site, co-marketing, and added value media Product Placement & Custom Content Global offering

Clients:

AIG
Kraft
Motorola
Lenovo
Danbury Mint
ESPN
SONY
S.C. Johnson

ActiveNetMarketing

ACTIVENETMARKETING

PO Box 2592

City of Industry, CA 91746

Phone: (626) 644-9711

E-Mail: info@activenetmarketing.biz

Website: www.activenetmarketing.biz

ActiveNetMarketing is a full-service marketing and promotions company specializing in marketing to the U.S. Latino market through print, television, mobile, digital, consumer product branding and licensing.



AIR FORCE SERVICES MARKETING

10100 Reunion Place, Suite 306

San Antonio, TX 78216-4138

Phone: (210) 652-4945

E-Mail: al.sonnenburg@agency.afsv.af.mil or

rita.blalack@agency.afsv.af.mil

Website: http://www.afsv.af.mil

Description: Markets and promotes quality of life programs serving 2.5 million members of the worldwide Air Force community.

Marketing Opportunities: Health, fitness and sporting events, entertainment, youth, travel and leisure time activities. Promotions receive wide visibility in high-traffic locations and retail stores, producing millions of sponsor impressions.

Market: Diverse, global and brand-loyal, with \$30 billion in annual buying power.

Sponsorship Opportunities: Increase brand awareness and enhance sales with product displays and event sponsor signage with the worldwide TOPS IN BLUE entertainment tour, club activities, libraries, leisure travel, youth and sports programs. Current sponsorship opportunities online at www.promomagazine.com. Click on Sourcebook Plus, military and entertainment marketing categories.

Past/current sponsors: AT&T, American Airlines, Miller Brewing Co., Anheuser-Busch, Inc., Coca-Cola, Gatorade, Pepsi Cola, Unilever, Microsoft and Chase Bank.



BFG COMMUNICATIONS

Phone: (843) 837-9115 x11

E-Mail: kmeany@bfgcom.com

Website: www.bfgcom.com

References:

James Bond, George Jetson, Superman, Cal Ripken, Jr., Mix Master Mike, Will.I.Am, Fergie, Taboo, Slash, Duff McKagan, Scott Weiland, Paul Simon, John Mayer



COUNTRY MUSIC ASSOCIATION

COUNTRY MUSIC ASSOCIATION

One Music Circle South

Nashville, TN 37203

Phone: (800) 998-4636

Fax: (615) 248-1007

Contact: Rick Murray, VP Strategic Marketing, rmurray@cmaworld.com

Paula Milton, Director of Business Development, pmilton@cmaworld.com

Website: https://www.cmaworld.com

Company Description: CMA offers its partners a wide range of music and entertainment marketing opportunities through the CMA Music Festival® and the 40th Annual CMA Awards® (ABC), including week-long 40th anniversary celebration. Programs include Grassroots Marketing, VIP Hospitality, Program Book Advertising, Title Opportunities, Event/Experiential Marketing, Mobile Marketing, Account-Specific Promotions.



EMI MUSIC MARKETING

5750 Wilshire Blvd., Suite 300

Los Angeles, California, 90036

Phone: (323) 692-1224

Contact: Stefanie Ribeiro

E-Mail: Stefanie.ribeiro@emicap.com

Website: www.emicapsm.com

Please see our main listing in the Music Marketing Section



HOLLYWOOD MOVIE MONEY

Phone: (775) 833-0303

Website: www.hollywoodmoviemoney.com

Description: Your challenge: attract and retain customers. Our solution: entertainment promotions that include Hollywood Movie Money free movie tickets, DVDs, games and music. Distribute the promotions on- or in-pack, with plastic debit cards, or via our innovative print-at-home program. You pay for only rewards that are redeemed.

Clients include: Sony Pictures, Warner Bros. Paramount, Kodak, Disney

mktgpartners

MKTG.PARTNERS

230 W. 41st St 20th Floor
New York, NY 10036

Phone: (212) 260-8700

Contact: Charlie Horsey, Partner

E-Mail: charlie@mktgpartners.net

Website: www.mktgpartners.net

Branch: San Francisco

At MKTG.partners, we specialize in clutter-busting, mind-altering, out-thinking, spend-thrifting and brand-lifting lifestyle marketing-promotions and events. The capabilities of our Full Service Marketing firm include: Creative Services, College Marketing, Entertainment Marketing, Event Marketing, Mobile Marketing, Sponsorship Activation, Sports Marketing, and Strategic Marketing.

momentum

MOMENTUM WORLDWIDE

161 Sixth Avenue
NY, NY 10013

Phone: (212) 367-4500

Contact: Chris Weil

Website: www.momentumwww.com

Over 2,000 professionals in 71 offices spanning 53 countries.

If you need Best-in-Class Entertainment properties, call the agency with the best and biggest in showbiz. Momentum Music and Entertainment procures and manages celebrity relationships, creates branded content, and hosts state-of-the-art production in New York, Chicago and LA. PMK-HBH, a Momentum division, is Hollywood's #1 celebrity representation firm, #1 celebrity event firm, and #1 entertainment/film launch firm. When the right name will focus consumer attention on you, Momentum delivers the stars to make your brand shine bright.

ETHNIC MARKETING

csa marketing

CSA MARKETING, INC.

1566 NW 108 Avenue
Miami, Florida, 33172

Phone: (305) 661-8828

Fax: (305) 661-5588

Contact: Jorge Fusté, President/CEO

E-Mail: info@csamarketing.com

Website: www.csamarketing.com

Regional Offices

Bentonville, New York, Chicago, Los Angeles,
Puerto Rico

Please refer to our expanded listing in the
Promotions Agency section.

dinámica

HISPANIC MARKET CONSULTANTS

DIVISION OF PMG, INC.

420 W. Huron Street
Chicago, IL 60610

Phone: (312) 475-1426

Contact: Kim Hsieh, SVP

E-Mail: kim@pmgsuccess.com

Website: pmgsuccess.com

Headquarters: San Antonio

Company: While our name **dinámica** is new, our 15-year track-record proves PMG's commitment to your profitable share of Hispanic market growth. From Brand and Retail strategic planning through execution, we leverage our team of seasoned experts with years of client-side brand, retail and entertainment marketing expertise to ensure your brands are *Top of Mind. In their Hearts. In their Hands.™ En su Mente. En su Corazón. En sus Manos.*

ICAN

Communications Group

ICAN COMMUNICATIONS GROUP

3717 So. La Brea Ave.
Suite 134

Los Angeles, CA 90016

Phone: (323) 766-7796

Fax: (323) 296-5399

Contact: Kenneth Wilson, Business Development

E-Mail: icankrw1@yahoo.com

Website: www.icanagency.com

Since 1978, the ICAN agency has maintained a tradition of "Clients First" at our shop. We are a full-service advertising promotion agency specializing in ethnic markets. ICAN has established a distinctive blend of urban specialists on the basis of academic

excellence, experience and integrity.

We talk to these consumers in their language with the respect to their cultural sensibilities. The urban market is a multi-trillion dollar marketplace that no longer can be ignored. African Americans and Latino spending power are changing the U.S. growth in buying power.

The ICAN agency offers a full range of services: Advertising and promotion campaign creations and production, high impact design/production of sales and collateral and all types of P.O.S materials, trade/consumer promotions, planning, idea generation, Internet, implementation/analysis, development/implementation of direct response marketing programs, target media, planning/placement/evaluation, integrated consumer research, planning, management/execution/evaluation, public relations/data dissemination, and strategic marketing/advertising analysis.

Our client list includes: Shell Oil Products, Nestlé Foods, Motown Records, Golden State Life Insurance, Safety Locks, The Russ Group, KJLH Radio, United Health Plan, State of California, Worlds of Curly.

We are strategic thinkers with uncompromising standards for quality and reliability. The agency's main priority is to protect and advance our client's market position effectively and efficiently.

MASS

HISPANIC MARKETING

MASS HISPANIC MARKETING

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

Phone: (305) 351-3600

Fax: (305) 351-3620

Contact: Alicia Martinez-Fonts, CEO & Co-Founder

E-Mail: info@massinc.com

Website: www.massinc.com

Specialty: Hispanic Marketing and Promotions,
since 1986

Who We Are: For companies targeting Hispanic consumers in the U.S., MASS is the premier national source of strategic promotions and integrated marketing, offering business and brand building programs with proven superior return on investment. How can we help you?

Clients: Unilever, Knorr, Kimberly Clark

PROMORED

120 NW 25th Street, #203
Miami, FL 33127
Phone: (305) 677-3058
Contact: Carola Tucker
E-Mail: carola@promoredusa.com
Website: www.promoredusa.com

Description:

BTL and promotional solutions targeting US Hispanic and Latin America. Full-service in consumer and trade promotions, events and POP design. Our competitive edge is in promotional STRATEGY and refreshing IDEAS that engage Hispanic consumers.

EVENT ILLUSTRATION

pbeach illustration!

miami, florida
Phone: (785) 573-0703
Contact: peter beach
E-Mail: peter@pbeach.com
Website: www.pbeach.com

company description. all-pro, veteran digital illustration studio — specializing in 3d digital scene illustration for the event marketing industry — featuring a diversified Fortune 500-based client work list, extensive multi-industry experience and an easy-to-work-with attitude.

EVENT MARKETING



141 BOOMERANG
22 West 19th Street, 8th Floor
New York, New York 10011
Phone: (212) 627-4101
Fax: (212) 627-4106
Contact: Sheila Hartnett, EVP Managing Director
E-Mail: shartnett@141worldwide.com

Company Description: 141 boomerang is the experiential marketing unit of 141 Worldwide, a through the line marketing services company focusing on Behavior Transformation™. In store, on the streets, and face-to-face we create brand experiences that transform behavior.

For an ever-growing number of marketers, the moment-of-truth does not exist at the retail shelf. It exists wherever they can best touch their consumer target with an enduring message. The 141 Boomerang experiential offering helps clients better achieve their goals, by combining targeted tools with innovative interactions and leveraging highly-trained personnel against highly-tangible touchpoints.

At 141 boomerang, our focus is on return. We have built our business with proprietary, web-based reporting tools and face-to-face training sessions. We combine national coverage with local quality control through our 10 regional managers, 25 field managers, and 700 field representatives all across America. Our connection to the 141 Worldwide global network of 46 offices in 36 countries leverages deep industry expertise and proprietary tools to drive both sales and brand equity for local and global clients.

Core Capabilities:

- Field Marketing
- In-Store Sampling & Retailtainment
- Signature events
- Street teams & Guerilla
- Mobile Tours
- Brand Ambassadors
- Retail Training

Clients:

- American Express
- Motorola
- Boeing
- Procter & Gamble
- Kodak
- Unilever
- Nestle
- Merisant
- Western Union
- S.C. Johnson



BFG COMMUNICATIONS
Phone: (843) 837-9115 x11
E-Mail: kmeany@bfgcom.com
Website: www.bfgcom.com

Headquartered in Hilton Head, SC with main offices in Stamford, CT, and Tampa, FL, and a field marketing network of 52 offices from coast to coast.

Millions and millions served.



EURO RSCG 4D IMPACT
36 E. Grand Chicago, IL 60611
2855 Pacific Dr., Suite A Atlanta, GA 30071-9900
Phone: (312) 799-7000 (770) 263-0500 x105
Fax: (312) 799-7100 (770) 248-9014

Contact: Amy Linde, VP Business Development
E-Mail: amy.linde@EuroRSCG.com
Website: www.eurorscg-impact.com

DESCRIPTION: We generate positive “buzz” and build brand awareness by custom designing and implementing branded experiences that reach potential consumers where they work, live and play. Brand Ambassadors present your products to targeted consumers in engaging, interactive environments. These experiences create powerful memory points in the minds of your consumers.



eventive marketing, llc
55 fifth avenue
new york, ny 10003
Phone: (212) 463-9700
Fax: (212) 727-1716
Contact: david saalfrank, svp
E-Mail: davids@eventivemarketing.com
Website: www.eventivemarketing.com

eventive marketing knows your consumers.
We know who they are, where they live and what they do. Most importantly, we know how to get them excited about your products by creating relationships that cultivate emotional preference for your Brand.

we are your experts in experiential marketing.
For over a decade we have investigated, explored, been immersed in and built relationships with every aspect of the event marketing mojo.

experience makes a difference.
You won't have to struggle through a learning curve. And we'll bring our high level of experience and knowledge to your programs, ensuring a positive impact on your bottom line - with quantifiable increases in awareness, trial...and sales.

eventive's expertise.
event marketing
sponsorship activation
sampling
retail-tainment
mobile marketing
nightlife marketing

SUPPLIERS AND SERVICE COMPANIES

multi-cultural marketing

eventive's Clients:

Johnson & Johnson/Macneil Pharmaceutical, Kellogg, Heinz, Nestlé Foods, Dannon, Pfizer, Microsoft Xbox, Coors Brewing Company, The Kids' WB!, The National Anthem Project



FESTIVAL MEDIA CORPORATION

900 Fourth Avenue, Suite 3350
Seattle, WA 98164

Phone: (206) 381-5200

Contact: Charles D. Brown, Chairman and CEO

E-Mail: cbrown@festmedia.com

Website: www.festivalmediacorp.com

Company Description: Provides free online sponsorship rights planning and purchasing services; offering efficient, effective access to 1 billion consumers worldwide through 40,000+ community festivals.

Specialization: FMC SponsorFest® makes sponsorship rights planning and purchasing as easy as 1-2-3.

1. Sponsors select required rights;
2. SponsorFest selects and recommends festivals.
3. Sponsors review and approve. FMC buys

Benefits: Saves 90% of sponsor's time; optimizes reach by target audience demographics and promotion goals; presents new ROI metrics-all online.

Clients: Swivel Media, 141 Worldwide Boomerang, PMG, US Bank, Dance Monkey, Carol H. Williams



THE FLOYD-BRYANT AGENCY, INC.

950 Herrington Road,
Ste. C #192
Lawrenceville, GA 30044

Phone: (866) 794-4795

Fax: (678) 924-0750

Contact: Chanda Floyd-Bryant, President

E-Mail: info@floydbryantagency.com

Markets: Atlanta, Miami, Washington, D.C.,
New York, Los Angeles, Houston

Company Description: Full-service event marketing and promotions agency offering a variety of integrated services from guerilla marketing to field marketing to booking well groomed, professional models and in-the-field talent.

Specialization: The Floyd-Bryant Agency, Inc. is a firm believer in success, teamwork and long-term planning. We ensure that we not only understand your services, products, mission and goals, but that we also understand your target markets. Your goal is our G.O.A.L. (**G**oing **O**ver and **A**bove the **L**ine of duty). We EXECUTE FLAWLESS programs! Our highly skilled and trained network of talent attribute over (12) years of experience and expertise from all spectrums of the marketing and promotions industry. We have an EYE for PRECISION and a knack for DETAILS. We are PASSIONATE and COMMITTED to delivering EXCELLENCE in marketing!

Additional Services: The Floyd-Bryant Agency, Inc. also provides beverage marketing, in-store marketing programs, nightclub consumer marketing, sampling programs and travel promotions.

Clients: H&R Block, GA Department of Human Resources, Starbucks Coffee, Suave, Sam's Club, Warner Music Group, DreamWorks Pictures, Sony Music Group, TLC (The Learning Channel).

Company Statement: The vision behind our work is distinct and clear - to provide superior client service by providing industry leading solutions designed exclusively for businesses that have marketing initiatives tied to critical business objectives -- such as revenue generation and external communication. From conception thru implementation, to completion, our solutions establish enduring relationships between our clients and their customers.



GIGUNDA GROUP, INC.

540 N. Commercial St.
Manchester, NH 03101

Phone: (603) 314-5000

Fax: (603) 314-5001

E-Mail: info@gigundagroup.com

Website: www.gigundagroup.com

Company Description: We are a dynamic marketing company that thinks strategically, wraps our imagination around your brand, bring dazzling consumer experiences to life and execute flawlessly time and time again!

*We Engage consumers, Evolve behavior,
and Elevate brands.*

We go to the sidelines at the NFL Super Bowl with **Campbell's**... On the road with Britney Spears & **Nabisco**... Courtside with **Kraft** & the NCAA... Backstage with the American Idols & **Kellogg's**... On site at family festivals with **P&G's** Charmin Mobile Restroom & Pampers Inspired By Babies tour... Upstream with **Pepperidge Farm's** Goldfish mobile... Shopping with **Discover Card** at Mills Malls... Back to School with our exclusive **College Kit™** Fall Welcome Gift... Coast to coast with **Wal-Mart, Target, Kroger, Publix**, & every other retailer.

We go. Do you?

Programs/Services:

Experiential Marketing:

Event Production
Mobile Tours
Sports and Entertainment Marketing
Sponsorship and Retail Activation

College Marketing:

The College Kit® Fall Welcome Gift — The most requested college co-op program in the country! Distributed annually to 1,000,000 students.



GMR MARKETING

Phone: (262) 786-5600

Website: www.gmrlive.com



Company Description: GMR is the nation's most experienced and awarded event marketing firm, providing partner clients with strategically sound, professionally executed Live marketing solutions. GMR develops and executes music, sports, lifestyle, and interactive marketing programs and that touch and motivate over 50 million consumers — live — each year.

Specialization: GMR specializes in impacting consumers through passion points (sports, music, the arts) and lifestyle intersections (tours,

retailtainment, sampling and demonstrations). 450 spirited marketing professionals with experience across the spectrum of event marketing lead thousands more in the field to bring brands to life. Experiential Platform Strategy, event measurement/ROI, and award-winning creative solutions are backed by turn-key, in-house departments that excel at Event and Entertainment Production, Field Staffing, Creative Design, and Touring Operations.



GRAND CENTRAL MARKETING, INC.

111 East 12th Street, 2nd Floor
New York, NY 10003

Phone: (212) 253-8777

Fax: (212) 253-6776

Contact: Matthew Glass, Chairman & CEO

E-Mail: info@grandcentralmarketing.com

Website: www.grandcentralmarketing.com



Los Angeles office: 2401 Pacific Coast Highway, Suite 107, Hermosa Beach, CA 90254,

Phone: 310-937-7735

Contact: SeeLun Mak, Vice President

Grand Central Marketing is an event marketing and promotion agency that creates interactive experiences that bring brands to life. Whether it's opening a restaurant for cats to launch a new line of Meow Mix, parading race cars through Times Square to promote NASCAR or creating an exhibition for National Geographic inside Grand Central Terminal, GCM promotions leave an indelible impression on consumers.

Capabilities: Promotional Tours, Entertainment Marketing, Grassroots Marketing, Public Relations, Pop-Up Retail, Branded Entertainment, Exhibits, Sports Marketing, Youth Marketing, Bar Promotions, Radio Promotions, Retail Promotions, Sweepstakes, Strategic Alliances

Recent Clients:

Conde Nast
eBay
Field and Stream

FOX Television
GGP Malls
HBO
Meow Mix
Napster
NASCAR
National Geographic
Target
Warner Bros.
Windstream



innovative period.

INNOVA MARKETING

6570 Edenvale Boulevard
Minneapolis, MN 55346

Phone: (952) 392-2280

Fax: (952) 949-8865

Contact: Brad Pappas, President

E-Mail: bpappas@innovamarketing.com

Website: www.innovamarketing.com

Year Founded: 1984

Strategic. Original. Innovative. Solution-oriented. Easy-to-work-with. Results-driven. Budget-friendly. Engaging. Experiential. Memorable. Branding. Trial. Awareness. In-person. Interactive. Buzz-worthy. Curb appeal. Tell your friends. Tell your mom. Tell your co-workers. Tell yourself. Purchase. Connect. Remember. Repeat. ROI. The way all **experiential trial and awareness promotions** should be...

INNOVATIVE PERIOD.

Core Capabilities

Event Marketing
Commuter Intercept
Retail In-Store
Retail-tainment
Solo/Co-op Sampling
Demographic Targeting



The George P. Johnson Company

Integrated Event Marketing

THE GEORGE P. JOHNSON COMPANY

3600 Giddings Road
Auburn Hills, MI 48326

Contact: Jeff Rutchik, Sr. VP Client Services

E-Mail: jrutchik@gpjco.com

Phone: 508-230-0955

Chris Meyer, Sr. VP Client Services

E-Mail: cmeyer@gpjco.com

Phone: 650-226-0600

Website: www.gpjco.com

Company Description:

Consistently ranked among the premier global integrated event marketing agencies, GPJ provides a full suite of relationship-building services including strategy, creative, technology and execution. With 14 offices worldwide and more than 4,000 events annually in 60 countries, GPJ helps Fortune 500 companies communicate their brand around the world.



LEADDOG MARKETING GROUP

159 W. 25th Street, 2nd Floor
New York, NY 10001

Phone: (212) 488-6530

Fax: (212) 741-5013

Contact: Dan Mannix, President and CEO

E-Mail: dan@leaddogmarketing.com

Company Description: LeadDog Marketing Group is a full-service event marketing and brand promotions agency. We create and produce turnkey experiences, promotions and marketing strategies that get results. Named third-fastest growing agency by PROMO Magazine in 2005.

Specialization:

- Event Marketing Strategy and Production
- Brand Promotional Planning and Management
- Mobile Marketing
- Grassroots and Buzz Marketing
- Entertainment Programming and Production
- Hospitality Program Creation and Execution
- Magazine/Television Events and Promotions
- Sports and Entertainment Marketing
- Cause-related Initiatives
- Sweepstakes and Contests
- Full-service design and Web site development

Clients Include:

- ABC Television
- Cognizant Technology Solutions (Cognizant is a global leader in IT services with over 25,000 employees)
- American Cancer Society
- WNBA
- Sephora
- USA Network
- Nestlé
- Major League Baseball
- Susan G. Komen Breast Cancer Foundation
- Nine National Magazines, including *Self*, *Esquire*, *AARP* and *Men's Fitness*

The LeadDog Commitment — Unleash Your Potential!

SUPPLIERS AND SERVICE COMPANIES



MARKETING WERKS, INC.

111 E. Wacker Drive, Suite 3000
Chicago, IL 60601

Phone: (800) 694-WERKS (9375)

Fax: (312) 228-0801

Contact: Jason Vargas, VP of Sales & Marketing or
TJ Nolan, Director of Sales

E-Mail: jvargas@marketingwerks.com, tjnolan@
marketingwerks.com

Website: www.marketingwerks.com

...check out our listing in the **AGENCIES** section
then surf our new & improved Website to see
examples of our award winning *werk*.



MARLIN ENTERTAINMENT

Contact: Neal Frank, President

E-Mail: Neal@Marlinent.com

Website: www.marlinent.com

Phone: 203-255-6100

We provide full service event marketing and
management. Product launches, mobile tours, street
teams, staffing, PR stunts, experiential, guerilla and
buzz marketing.

Partial Client List: A&E Television, Coca-Cola North
America, Comedy Central, Disney, HBO, History
Channel, Outdoor Life Network, NBC/Universal, *Teen
People Magazine*

Services: See Agency Section for complete listing



MKTG.PARTNERS

230 W. 41st St 20th Floor
New York, NY 10036

Phone: (212) 260-8700

Contact: Charlie Horsey, Partner

E-Mail: charlie@mktgpartners.net

Website: www.mktgpartners.net

Branch: San Francisco

At MKTG.partners, we specialize in clutter-busting,
mind-altering, out-thinking, spend-thrifting and
brand-lifting lifestyle marketing-promotions and
events. The capabilities of our Full Service Marketing
firm include: Creative Services, College Marketing,
Entertainment Marketing, Event Marketing, Mobile
Marketing, Sponsorship Activation, Sports Marketing,
and Strategic Marketing.



MOMENTUM WORLDWIDE

161 Sixth Avenue
NY, NY 10013

Phone: (212) 367-4500

Contact: Chris Weil

Website: www.momentumww.com

Over 2,000 professionals in 71 offices spanning 53
countries.

2005 Grand Ex Award Winner

From Big Events and Asset Activation to Mobile and
Field Marketing, you need a Best-in-Class partner to
make your brand come alive on the ground and in the
eyes of your target. Whether it's based from a 10x10
tent or a 100-city tour, Momentum is your source for
jaw-dropping brand immersion events that will ignite
the passions of consumers, transforming them into
brand fans and inspired purchasers.



The generation of ideas.™

MR. YOUTH | The generation of ideas

298 Fifth Avenue 5th Floor
New York, NY 10001

Phone: (212) 779-8700

E-Mail: info@mryouth.com

Website: www.MrYouth.com

Branch Offices: Boston, Los Angeles

Company Description: Mr. Youth lives at the
intersection of brands and culture, where big ideas
explode and impact a generation's way of thinking. Give
us 90 minutes, a conference room, and your brand's
most creative thinkers; the results will change your
mindset, sell your product, and make your brand rock!



PICTUREU PROMOTIONS

3490 Piedmont Rd, Suite 655
Atlanta, GA 30305

Phone: (800) 929-0223

Contact: David Wasserman, President

E-Mail: David@pictureu.com

Website: www.pictureu.com

PictureU Promotions is a technology-based event
marketing agency. We provide our clients with unique
and innovative services that are utilized onsite to
activate a sponsorship by enhancing a consumer's
experience with the brand and collecting pertinent
consumer information for our clients.



PIERCE

123 Free Street

Portland, ME 04101

Phone: (800) 298-8582

Fax: (207) 761-4570

Contact: Bob Martin, President

E-Mail: Bob.Martin@piercepromotions.com

Website: www.piercepromotions.com

New York, Boston, Los Angeles, Washington, DC,
Dallas, Tampa and Bentonville. Open 2006: Boston
and Chicago.

Pierce is a leading experiential marketing agency that
for over 16 years has created integrated, live marketing
solutions across multiple channels for their clients. A
member of The Radiate Group, a network of best-in-
class experiential agencies, Pierce provides full-service
marketing across several brand activation Experience
Points such as mobile marketing, retail events, sports
marketing, sampling and nightlife marketing.

Verizon Communications, Proctor & Gamble, Kraft
Foods, Discovery Communications, and SAM'S CLUB

> · P I X M A N · <

nomadic media

2551 Green Valley Parkway
Suite 203B
Henderson, Nevada, 89178
Phone: (702) 309-6571
Fax: (702) 309-6259
Website: www.pixman.com



A mobile digital video display with high resolution graphics and robust sound, Pixman delivers a message up close and personal to target audiences through interaction. Ideal for tradeshows, product launches and samplings, data collection and downloading content.



Bringing Brands To Life

RELAY SPONSORSHIP AND EVENT MARKETING

303 E. Wacker Drive, Suite 400
Chicago, IL 60601
Phone: (312) 297-1404
Fax: (312) 297-1401
E-Mail: kevin.adler@relayworldwide.com
Website: www.relayworldwide.com

SPONSORSHIP CONSULTING

Strategy
Sponsorship Evaluation, Negotiation and Management
Activation Plan Development & Implementation

EVENT MARKETING

Concepting, Design and Production
Staffing
Mobile Marketing
Retail Activation
Sampling
Hospitality

Relay is a full-service sponsorship and event marketing agency, with a total focus on delivering best in class service in our three core competencies: Sponsorship Consulting (General Market & Multicultural), Event Marketing (General Market & Multicultural) and ROI.



RODALE, INC.

733 Third Avenue
NY, NY 10017
Phone: (212) 808-1362
Fax: (212) 297-1527
Contact: Bouker Pool, Director, Sports Marketing
E-Mail: Bouker.Pool@Rodale.com
Website: www.rodale.com
Branch Offices: Chicago, LA
Company Description: The largest multimedia company dedicated to health and wellness, home to more than 32.7 million healthy, active lifestyle enthusiasts in the U.S.



SJI, INC.

500 South Ewing Avenue, Suite A
Saint Louis, MO 63103
Phone: (314) 336-1331
Fax: (314) 336-1332
Contact: Mark Shevitz, President
Website: www.sji-inc.com

Creative • Events • Fulfillment

At SJI the idea is just the beginning. Big ideas can become scary, not to mention costly, if not executed impeccably. Maximize your *Return on Ideas* by letting SJI create, plan and execute them flawlessly. However hard the task we'll make it safe and easy for you. Don't become a business school (worst) case study. Bring it on!

Specialties: College Rep Programs, Sampling, Mobile Tours, Entertainment, Guerilla, Mobile Marketing, Stunts



SPECIALIZED PROMOTIONS NETWORK

Corporate Office:

1278 Glenneyre, #308
Laguna Beach, CA 92651
Phone: (949) 497-8203
Fax: (949) 494-1866

Denver Division:

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

Contact: Susie Sutherland, Director of Operations
E-Mail: susie@spnsampling.com
Website: www.spnsampling.com



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, Pepsi Co/Quaker Oats, Riviana Foods, Saab and Twinlab.

SUPPLIERS AND SERVICE COMPANIES



SPINDUSTRY SYSTEMS, INC.

1370 NW 114th St. Suite 300
Des Moines, IA 50325
Phone: (515) 225-0920 Toll Free: or (877) 225-4200
E-Mail: info@spindustry.com
Website: www.spindustry.com

Spindustry Systems stops the "excel sheet shuffle" - We offer Web-based tools for customized online registration, event and program management. We have integrated personalized e-mail communication, and state-of-the-art reporting so you can easily show your clients your value to them in time and money. Spindustry is a trusted partner to "big six" event marketers, and in-house events planners.



TBA GLOBAL EVENTS, LLC

142 East Ontario Street, 15th Floor
Chicago, IL 60611
Phone: (312) 335-9595
Fax: (312) 335-0790
Contact: Dennis Boyle, SVP
E-Mail: clients@tbaglobal.com
Website: www.tbaglobal.com/consumer

As one of the nation's leading event marketing agencies, we have a long history of building brands through face-to-face, live consumer experiences. Our unique event, entertainment and lifestyle programs create the moments that connect with consumers and drive them to choose your brand.

We create a live translation of your brand that engages the consumer interactively and experientially. Whether the program is based in mobile, sampling, street or sponsorship, our programs reach your target consumers where they live, work and play.

Expertise Includes:

- Event Marketing
- Experiential Marketing
- Entertainment Marketing/Sponsorships
- Lifestyle Marketing
- Mobile Marketing Programs
- Pop-Up Retail
- Sampling Programs
- Sponsorship Activation
- Sports Marketing

TBA is ranked #21 in the world's top marketing organizations by *Advertising Age* and is an *Event Marketer* 2006 Hot Agency.



TCS "THE CONCEPT STUDIO"

165 Kings Highway North
Westport, CT 06880
Phone: (203) 227-7444
Fax: (203) 227-7010
Contact: Stephen O'Shea, President
E-Mail: soshea@tcspromo.com
Website: www.tcspromo.com and www.tcsmobilemktg.com

Company Description: TCS is a full- service promotional marketing agency providing strategic and innovative solutions supported by flawless execution. Services include promotion planning, creative and asset activation across mobile, online, experiential/events, POP, television, radio, print, promotion analysis, legal and fulfillment.

TCS Mobile, the mobile marketing division, is dedicated to the next generation of marketing solutions via wireless. As a leader in the wireless community, TCS is a driver of the adoption and usage of mobile products and services and their incorporation into the marketing mix. TCS develops and executes promotions utilizing Text, MMS, Video Messaging, WAP, downloadable ringtones, mobile advertising and gaming, graphics and more.

TCS is a customer service oriented agency that prides itself on delivering swift, precise and innovative solutions to business challenges.

Office locations are: Ft. Lauderdale, Los Angeles, New York City, Seattle and Westport, CT.

Specialization: Promotional marketing, asset activation and mobile/wireless marketing.

Clients: Cingular Wireless, AOL, EA Sports Mobile, Lumen Insurance, Disney and ABC Kids Network.

Professional Affiliates: PMA, Better Business Bureau, The Mobile Marketing Association.



TEAM ENTERPRISES USA

12240 SW 53rd Street, Suite 506
Cooper City, FL 33330
Phone: (954) 862-2401
Fax: (954) 449-0261
Contact: Daniel K. Gregory, President
E-Mail: dgregory@teament.com
Website: www.teament.com
US Branch Offices: Boston, Ft. Lauderdale, Los Angeles
Global Offices: Sydney, Toronto

Event Marketing Services: Focused on impacting targeted consumers, TEAM employs skilled event producers, promoters and staff who understand market trends, style, design and integrating brand messages into a memorable atmosphere.



U.S. CONCEPTS

75 Ninth Avenue
New York, NY 10011
Phone: (212) 366-3400
Fax: (212) 206-0597
Contact: Bradford Bryen, President
Website: www.usconcepts.com



Year Founded: 1982

Company Description:

For over 24 years, U.S. Concepts has been a leader in delivering concept-to-contact experiential marketing programs that uniquely and effectively connect your brand to your target consumer. Our core expertise includes Mobile and Entertainment Marketing, Field Marketing and PR Events along with our newest divisions - Urban Concepts, which specializes in multi-cultural programming focused on the African-American and Hispanic markets; and Digital Intelligence Group, interactive specialists.

We back this expertise up by delivering consistent, measurable results for an expanding roster of hot youth brands such as Adidas, Toyota Yaris, Virgin Mobile and more — along with a core stable of long-term clients such as Diageo, Nintendo, Coty Rimmel and Lowe's.

U.S. Concepts is a division of CoActive Marketing Group, Nasdaq symbol CMKG.

For more information, please contact us directly or visit us at www.usconcepts.com.



**VEE CORPORATION PRODUCTION SERVICES/
COSTUMES & CREATURES**

504 Malcolm Avenue SE #200
Minneapolis, MN 55414

Phone: (612) 378-2561

Fax: (612) 378-2635

Contact: Mary English - General Sales Manager

E-Mail: marye@vee.com

Website: www.vee.com

Company Description: Full-service event marketing, promotion and branded entertainment production company specializing in interactive exhibits, displays, mascots, props and more. VEE partners with clients and their agencies including Best Buy, Disney, Unilever, Coca-Cola, Target, National Geographic, the NFL, the NBA and a host of distinctive children's museums across the U.S.



VELOCITY SPORTS & ENTERTAINMENT

230 East Avenue
Norwalk, CT 06855

Phone: (203) 831-2027

Fax: (203) 831-2300

Contact: Chris Caldwell, Vice President

E-Mail: Chris.Caldwell@teamvelocity.com

Website: 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, Cingular Wireless, Toyota, Lilly, Masterfoods, NBC and ConAgra.

EVENT PROMOTIONS



BENSUSSEN DEUTSCH & ASSOCIATES, INC. (BD&A)

15525 Woodinville-Redmond Road NE
Woodinville, WA 98072

Phone: (425) 492-6111

Fax: (425) 492-7222

Contact: Steve Avanesian, VP-Sales and Strategic Alliances

E-Mail: steve@bdainc.com

Website: www.bdainc.com

Branch Offices:

Seattle, Austin, Boston, Bentonville, Charlotte, Cincinnati, Dallas, Denver, Indianapolis, Irvine, Kansas City, Memphis, Portland, San Francisco, San Jose, Washington D.C., Thousand Oaks, Shenzhen (China), Shanghai (China)

Company Description:

BD&A is the nations leading merchandise agency. The agency designs effective merchandise programs to maximize a brand's visibility and delivers true ROI.

Specialization:

BD&A specializes in branded merchandise, sales promotions, licensing, sports marketing, B2B marketing, DTC marketing, cross-promotions, sports and entertainment marketing, sales incentives, event planning, custom product development, fulfillment and e-commerce.

Clients:

AOL, Bank of America, Best Buy, Dell, Disney, Crayola, Eli Lilly and Company, FedEx, ExxonMobil, Fox, Fremantle Entertainment H&R Block Johnson and Johnson, M&M's, Nike, Nintendo, Nordstrom, Toys "R" Us, Wal-Mart, Yahoo

Mission:

BD&A is dedicated to becoming the world's best merchandise agency offering an integrated set of brand services that maximizes our client's investment in promotional marketing and brand development.



LEADDOG MARKETING GROUP

159 W. 25th Street, 2nd Floor
New York, NY 10001

Phone: (212) 488-6530

Fax: (212) 741-5013

Contact: Dan Mannix, President and CEO

E-Mail: dan@leaddogmarketing.com

Company Description: LeadDog Marketing Group is a full-service event marketing and brand promotions agency. We create and produce turnkey experiences, promotions and marketing strategies that get results. Named third-fastest growing agency by PROMO Magazine in 2005.

Specialization:

- Event Marketing Strategy and Production
- Brand Promotional Planning and Management
- Mobile Marketing
- Grassroots and Buzz Marketing
- Entertainment Programming and Production
- Hospitality Program Creation and Execution
- Magazine/Television Events and Promotions
- Sports and Entertainment Marketing
- Cause-related Initiatives
- Sweepstakes and Contests
- Full-service design and Web site development

Clients Include:

- ABC Television
- Cognizant Technology Solutions (Cognizant is a global leader in IT services with over 25,000 employees)
- American Cancer Society
- WNBA
- Sephora
- USA Network
- Nestlé
- Major League Baseball
- Susan G. Komen Breast Cancer Foundation
- Nine National Magazines, including *Self*, *Esquire*, *AARP* and *Men's Fitness*

The LeadDog Commitment — Unleash Your Potential!

EVENT STAFFING



BAO, MULTICULTURAL EVENT ORCHESTRATION

516 N. Ogden Ave., #121

Chicago, IL 60622

Phone: (915) 383-3229

Fax: (312) 492-6770

Contact: Omar Barragan

E-Mail: Obarragan@baoevents.com

Website: www.baoevents.com

Description: Hola Compadre! BAO Reaches Consumers in Their Language and enables you to take the right bilingual individuals on your marketing ride. Nos Vemos Pronto!

THE BEAUTE AGENCY, INCORPORATED

Contact: Kim Halterman, Phone: 703-734-1131
Website: www.beauteagency.com

DC, Maryland, and Virginia's premier staffing agency.

With over 20 years of experience, we provide attractive, dependable talent for marketing events, experiential promotions and so much more! Regardless the task, we never waiver from our commitment of providing professional talent to meet your event needs.



BELOVED STAFFING

430 Altaloma Avenue
 Orlando, FL 32803-5535 USA
Phone: (407) 574-2186 or (866) 867-4830
Fax: (321) 206-4510

Contact: Wagner Bucci dos Santos, President/CEO
E-Mail: wagner@belovedmarketing.com
Website: www.belovedstaffing.com

Year Founded: 1996

Company Description: Beloved Staffing is a National Promotional and Event Staffing Agency. We provide our clients with the *right* staff for the job based on experience and training. Our talent selection contains the following:

- Promotional and Convention Models
- Field Representatives
- Spokesmodels
- Field Managers
- Tour Managers
- Costume Characters
- Product Demonstrators
- Promotional Samplers
- Multi-lingual Representatives
- And more...

We work with our clients every step of the way to ensure that not only is the event staffed but our talent is dressed appropriately, punctual and fully trained. Beloved Staffing's services include scheduling, training and administration.

Our Mission: Every client is treated as a priority by offering personal attention combined with 24/7 support.

Markets: All major markets and outlying areas nationally.

Be sure to visit our web site at www.belovedstaffing.com for more information.



THE CANDY FORD GROUP

1354 Hancock Street
 Quincy, MA 02169
Phone: (888) 654-8922
Fax: (617) 266-4330
Contact: Candy Ford, Agency Director
E-Mail: candy@candyford.com
Website: www.candyford.com
Year Founded: 1979

Branch Offices: Atlanta, Chicago, Dallas, Detroit, Hartford (CT), Los Angeles, Miami, New York, Portland (OR), San Francisco, Tampa
Company Description: CFG provides personnel and models for promotions, guerrilla marketing programs and grassroots marketing campaigns nationwide. CFG assists with coordination, execution and summary of product sampling, concerts, credit card acquisitions, in-store demos, mobile marketing, mall tours, festivals, sports events, trade and fashion shows and food/beverage promotions with over a million hours booked. Partial Client Listing: Maxim Magazine, Lifetime Television, Mattel Barbie, Toys 'R' Us, Unilever, Phillip Morris, Guinness, Hershey's, Starbucks Coffee, Anheuser-Busch, Inc., Cartier, NASCAR, Reebok, Pepsi, Snapple, Marshalls, Parenting Magazine, Roloids, Amstel, History Channel, Smirnoff Ice, STP Motor Oil, St. Paulie Girl, 7-11.



ENCORE NATIONWIDE, INC.

2772 Artesia Blvd, Suite 204
 Redondo Beach, CA 90278
Phone: (310) 793-9596 ext.10
TOLL FREE: (866) GET-STAFF (438-7823)
Fax: (310) 793-9242
E-Mail: Lhess@Encorenationwide.com
Website: www.Encorenationwide.com



The Lead in Nationwide Event Staffing!

Imagine a staffing agency where all of the people working internally have the experience of being on the road working promotional tours. A staffing agency that not only understands the importance of having the correct number of promotional staff at an event, but also supplies the **RIGHT** person for each promotion. That is exactly what you get with Encore Nationwide. We work with each one of our clients to design a staffing solution to meet their exact specifications...

A partial list of the staffing solutions we offer:

- Product Ambassadors
- Hosts/Hostesses
- Print/Runway Models
- Promotional Models
- Trade Show Spokesmodels
- Costume Characters
- Samplers
- Tour Managers
- Regional Managers
- Field Managers
- Emcee's
- DJ's
- Truck Drivers (all classes)
- Temporary Labor
- And so much more!

The Leader in Staffing Technology!

We are simply not satisfied with being the best staffing company and resting on our laurels. We know how extensive events are becoming today so we decided to take staffing to the next level. We are the first and only event staffing company with a custom built operating system that not only makes staffing easier for us and our staff, it caters to our clients and increases our staffing performance!

E-PASS (For Our Clients)

- Real time staffing updates 24/7.
- See headshots and staff profiles for your promotion.
- On-line time-sheet reporting.
- The ability to search our database anytime in any market.
- On-line cost tracking.
- View program staffing costs at a glance.
- PDA friendly system, for those last minute updates in the field.
- And a whole lot more!

E-Planner (For Our Staff)

- Automatic job reminders.
- Easy to use system at the touch of a button.
- Program details available 24/7 (no longer looking for past e-mails!)
- Map It! Our automatic mapping system that directs our staff to your event site.
- Week and month at a glance! Our on-line planner for all booked events.
- Automatic check notification.

- The ability to track and view payment details.
- And a whole lot more!

Call us today for an in-depth test drive on our revolutionary staffing software!

The Leader in Risk Management

When it comes to insurance, we have the most expansive coverage in the industry. We can usually meet and exceed your requirements.

- The first event staffing company with an all fifty (50) states Worker's Comp. insurance policy.
- General Liability insurance with a one million policy and a five (5) million umbrella coverage policy.
- Nationwide Commercial Automotive policy.
- We can even add you and your clients as additionally insured!

Make the call for yourself and find out why Encore Nationwide truly is.....

"The Arms and Legs of the Event Marketing Industry!"



EVENTPRO STRATEGIES, INC. [EPS]

1101 W. University Drive, Ste. 3011
 Tempe, AZ 85281
Phone: (480) 283-1267 x211
Fax: (480) 283-1190
E-Mail: Jessica@EventProStrategies.com
Website: www.EventProStrategies.com

EventPro Strategies is the industry leader, delivering stellar US & Canada Event Staffing & Execution services - since 1999.

- EPS Talent Vault™ and EPS Tracker System™ - More than 30,000 direct-hire Talent throughout the US & Canada.
- Lowest no-show rate in the industry.
- Large-scale staffing project management.
- Three offices: NC, Atlanta, Phoenix.
- Women's Business Certification (WBE).

Need 2 Talent tomorrow or 2,500 next month? Contact EPS - Custom proposals delivered within 48 hours!

KARON SHEA MODEL MANAGEMENT

65 Water Street
 Worcester, MA 01604
Phone: (508) 775-6795
Fax: (508) 775-0662
Contact: Kellie Shea
E-Mail: Kshea57@aol.com
Website: www.ksmmonline.com

We are a full-service agency with 25 years of experience. We represent models for beverage industry events, sports and concert events, campus events, product sampling and mall tours.

We represent the New England Miss Hawaiian Tropic appearance team that is available for all events. All of our models can be previewed through our online database.



PROMOSYNTHESIS, LLC

300 Prairie Center Drive #225
 Eden Prairie, MN 55344
Phone: (952) 746-6980
Fax: (952) 746-6984
Contact: Susan Daub
Website: www.promosynthesis.com

Company Description: We are a promotional staffing agency providing experienced and talented individuals for events nationwide. We are the live extension of your clients' marketing message. From guerilla teams to gorilla costumes, our staff has a wide range of talents.

Why promosynthesis: Our *personnel* touch. promosynthesis' longstanding client partnerships can be attributed to:

- A. **Account Managers' attention to detail** - You focus on your clients and let us handle the stress of staffing.
- B. **Focus on quality** - We attract and retain top talent. Our database, containing 20,000 + staff (and continuously growing), is constantly updated with client feedback
- C. **24x7 hotline** - We are responsive to staffing issues and last minute requests.
- D. **Track record for success** - 14 years of growth and the best client retention in the industry.
- E. **Responsiveness to changing client needs** - We now provide worker's compensation in most states
- F. **All of the above**



"YOUR SOURCE FOR NATIONWIDE EVENT MANAGEMENT AND STAFFING"

4 Ponckhockie Street, Suite G
 Kingston, NY 12401
Phone: (845) 338-8800
24-Hour On-Call Staffing Hotline: 888-879-0157
Fax: (845) 338-7290
Contact: Neil B. Millens, Director
E-Mail: info@teammktgusa.com
Website: www.teammktgusa.com

Regional Coordinators: NY, DC, Atlanta, Denver, Boston, Chicago, Los Angeles, Miami, San Francisco.

Philosophy: Promotional marketing requires organization, planning, creativity, patience, communication and cooperation. There are deadlines to be met and decisions to be made. We understand your needs and are vested in the success of your programs. By outsourcing your staffing to **Team Marketing**, you are better able to focus your resources on servicing your clients and receive turn-key, quality execution surpassing expectations! **We are the Connection between Clients and Consumers!**

Services:

- In-house account teams with on-the-road and agency experience (who know what works and what doesn't) to make your programs execute flawlessly!
- Nationwide database of over 15,000 Direct Hire T.E.A.M. certified staff selected to meet your specific program needs - managers, samplers, demonstrators, greeters, brand ambassadors, emcees, drivers, costume characters, bilingual and more!
- Develop, coordinate and execute national tours/in-market programs in over 100 markets nationwide at malls, colleges, bars, tradeshows, amusement parks, concerts, athletic events, fairs/festivals, ski resorts, Spring Break, street/guerrilla, movie/DVD releases and special events.
- Experience with Fortune 500 clients ranging from electronics to entertainment, snack foods to soft drinks, bath/body to beverages, cosmetics to computers, pharmaceuticals to financial services; we meet and exceed your program goals.
- Visit www.teammktgusa.com for recent clients and programs.