

Agency Listings



361° Experiential

633 North St. Clair Street
Chicago, IL 60611

Phone: 312-425-5053

Fax: 312-425-5540

Contact: Brad Back, SVP, Group Management Director

Email: BRAD.BACK@361EXPERIENTIAL.COM

Website: www.361EXPERIENTIAL.COM

Branch offices: Chicago (HQ), New York, San Francisco, Denver

Company Description: 361 specializes in identifying, negotiating and activating sports and entertainment sponsorships as well as creating and executing small to large scale events including brand ambassador sampling, mobile marketing and retailtainment programs. 361Experiential is a division of Draftfcb.

Specialization: Involvement Marketing™ is our proprietary approach to experiential planning and activation. Utilizing various analytic tools we've developed over time, 361 works within the entire brand/property marketing mix to develop effective, efficient programs that represent the "human component" in marketing toward the target audience, engaging them one-on-one and establishing the highest level of relevance and return possible.

Clients: LG Electronics MobileComm USA, Inc. (Digital Appliances, Electronics, and Mobile); Blue Cross-Blue Shield of Florida (Insurance); K-Mart (Retail); Qwest (Telecommunications); GlaxoSmithKline (Pharmaceuticals); Boeing (Engineering/Manufacturing).

Company Statement: 361Experiential's approach to experiential programs maximizes live involvement to increase brand awareness, create an emotional engagement between consumer and brand, and strengthen business results. It takes a professional, holistic and positive "get it done" attitude with an emphasis on ROI. We know that "Involvement Pays," and we prove it every day.



Active Marketing Group

San Diego Headquarters:

10182 Telesis Court, 3rd Fl
San Diego, CA 92121

Phone: 858-964-6008, 877-322-8481

Fax: 858-551-7619

Contact: Stephen Kehle, Vice President, Sales

Email: AMGinfo@active.com

Website: http://ActiveMarketingGroup.com

Branch Offices: New York, Boston

Company Description:

Active Marketing Group is a digital media and marketing services firm with 10+ years experience connecting brands with active-minded consumers. Our deep integrated marketing expertise allows us to create authentic connections that drive brand value.

Marketing Services:

[Online Advertising](#)

[Product Sampling](#)

[Database and Direct Marketing](#)

[Brand Ambassador Teams](#)

[Event Promotions](#)

[Market Research and Consulting](#)

Clients Include:

L'Oreal, Accelerade, Toyota, Bank of America, Wheaties, Subway, SONY, Newell Rubbermaid, Choice Hotels, Weight Watchers, T-Mobile, Nike, ESPN



Alcone Marketing Group

4 Studebaker

Irvine, CA 92618

Phone: 949-770-4400

Website: www.alconemarketing.com

New Business Contact:

Nichole Kezsely, Vice President

800-419-2470

nichole.kezsely@alconemarketing.com

Full-Service Offices: Irvine, CA; Darien, CT; San Francisco, CA; Chicago, IL

Description:

Founded in 1976, Alcone Marketing Group offers expertise in CONSUMER ACTIVATION: engaging a specific target audience with integrated communications to deliver a desired brand or retail transaction. This expertise encompasses promotional marketing, experiential, digital interactive, brand and

entertainment partnerships, sponsorships, retailer and shopper marketing, multi-cultural targeting and regional/local market activation. We also have an integrated fulfillment operation allowing us to deliver comprehensive, end-to-end solutions for our clients.

Partial Client List:

California Lottery
Dreyer's Grand Ice Cream
Fosters Wine Estates
Hasbro
Intuit
LG
McCormick's
Mike's Hard Lemonade
Nature Sweet
Nestlé USA
Paramount Farms
Pernod Ricard
Philips
Safeway
Seeds of Change
Sun Products
Unilever
UPS Stores
Visa



AMP Agency

77 North Washington Street

Boston, MA 02114

Phone: 617-837-8104

Fax: 617-723-2188

Contact: Gary Colen, CEO

Email: gcolen@ampagency.com

Website: www.ampagency.com

AMP Agency doesn't just create campaigns. We amplify brands. We pull meaningful insights out of your consumers' heads and turn them into innovative concepts that become unforgettable brand experiences - from events and retail campaigns to traditional, digital and integrated promotions - that become part of consumers' life experiences.

Our expertise spans:

- Consumer Insights & Planning
- Creative & Interactive
- Media Planning & Buying
- Integrated Public Relations
- SEM/SEO

Arnold

Arnold Brand Promotions

101 Huntington Avenue
Boston, MA 02199

Phone: 617-587-8000

Contacts:

Michael Carey
SVP, Director of Brand Promotions
(617) 587-8213
mcarey@arn.com

Website: <http://arnoldbrandexperience.arn.com/>

Branch Offices: Boston, New York, Washington D.C.

Great work works. Arnold Brand Promotions has been a leader in building brand-savvy, innovative, promotional programs supported by world-class creative.

As part of Arnold Worldwide, we have the breadth and resources to fuel any idea from inception to activation including brand experience planning, integrated analytics, business insights, and consumer research to develop the best marketing leadership-mix possible.

We understand ROI, measurement and results.

Amplify your brand idea and drive results through:

- Experiential Marketing
- Mobile and Event marketing
- Digital Promotions
- Sponsorships and Activation
- Partnership Marketing
- Sampling Programs
- Retail/Trade Programs
- Word of Mouth Marketing
- And...much, much more

Ranked #1 Promotions Agency-- 2007 PROMO
"Agency of the Year"-- 2006 PROMO

Clients include:

- Wal-Mart
- Carnival
- Volvo
- McDonald's
- Progressive Insurance
- Ocean Spray
- Hasbro
- Tyson
- Pepsico
- Amtrak
- Purina
- Brown-Forman
- Fidelity
- Citizens Bank



The A Team

232 Madison Ave
New York, NY 10016

Phone: 212-239-0499

Fax: 212-239-0575

Contact: Andrew Cohen, President

Website: www.ateampromo.com

Founded: 1999

Branch Office:

8001 Irvine Center Drive
Irvine, CA 92618

Phone: (949) 754-3022 **Fax:** (949) 754-4001

Contact: Bernie Lee, VP General Manager

Company Description: "Big Ideas for Brands with Big Ambitions." Full-service promotional marketing agency with expertise in: strategic planning • concept development • creative design • production management • program execution • event marketing • interactive/social marketing • sweepstakes, game and contest administration • direct marketing • partnership marketing • sports marketing

Clients:

- Weight Watchers
- SKYY Spirits
- American Express
- Jaguar
- H-E-B
- Comcast
- SCA
- Ricola
- Eat'N Park
- Grand Marnier
- New York & Company
- Frederick Wildman
- Tesoro
- Hill's Pet Food
- Vitaminwater

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.



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.



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.



CRN International, Inc

One Circular Ave
Hamden, CT 06514
Phone: 203-288-2002
Fax: 203-281-3291
Contact: Steve Wakeen, VP, Strategy & Development
Email: steve@crnradio.com
Website: www.crnradio.com

Branch Offices: Minneapolis, Seattle

Company Description: CRN is the leading radio marketing and promotions company. It creates integrated campaigns consisting of contests, branded-content, DJ endorsements, remote broadcasts, station product sampling, product placement, digital integration, social networking, spokesperson interviews and branded entertainment. CRN ties retailers into campaigns for consumer goods clients in exchange for displays and other in-store merchandising. It offers strategic and creative planning and turnkey execution.

Additional competencies include Hispanic, multicultural, small business, motorsports and lifestyle marketing. Its award winning, non-traditional campaigns consistently deliver measurable returns on clients' investment.

Clients: Partial listing includes: Kraft, Procter & Gamble, Microsoft, Unilever Foods, Kellogg Company, ExxonMobil, Pepsico, Nextel, Samsung, Georgia-Pacific, Miller Brewing Company.



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



Digitas

355 Park Avenue South
New York, NY 10010
Contact: Jackie Stone, Vice President, Group Director
Email: Jstone@digitas.com
Website: www.digitas.com

Offices: Atlanta, Boston, Chicago, Detroit, Stamford, New York, Philadelphia

Company Description: Digitas- PROMO Magazine's #1 Ranked Interactive Promotion Agency of the Year in 2009 and Promotion Agency of the Year in 2008- is a leading digital marketing agency, helping the world's biggest brands develop and build profitable relationships with their customers. Digitas has topped PRO Awards categories for five consecutive years and has been awarded the Promotional Marketing Associations' highest reward, the Super Reggie, in 2008 and 2009.

Promotions Practice: Digitas' Promotions group utilizes the full range of Digitas capabilities and leverages entertainment content and lifestyle based affinities to build and optimize relationships with targeted/segmented customers and prospects over time.

Representative Clients: American Express, General Motors, Pfizer, AstraZeneca, Kraft, InterContinental Hotels Group, Samsung, IBM, Whirlpool



DRAFTFCB

Draftfcb

101 E Erie Street
Chicago, IL 60611

Phone: 312-425-5000

Contact: Tina Manikas, EVP, Global Retail & Promotions Officer

Email: tina.manikas@draftfcb.com

Website: www.draftfcb.com

Founded: 1873

Company Description:

Draftfcb is the first global, behavior-based, holistic marketing communications organization to operate against a single P&L. In delivering its clients a high Return on IdeasSM, the agency is driven by The 6.5 Seconds That MatterSM, a creative expression recognizing the brief period of time marketers have to capture consumers' attention and motivate them to act. With nearly 140 years of combined expertise, Draftfcb has roots in both consumer advertising and behavioral, data-driven direct marketing and firmly believes there is no way to separate creativity from accountability. Part of the Interpublic Group of Companies (NYSE:IPG), the Draftfcb network spans 96 countries with more than 9,500 employees. The agency's corporate leadership team includes Howard Draft, executive chairman; Laurence Boschetto, CEO and president; Jonathan Harries, vice chairman and global chief creative officer; and Neil Miller, chief financial officer. For more information, visit www.draftfcb.com.

Specialization:

Strategic planning, research, ideation/concept development, media planning/placement, digital marketing, program execution, national and account-specific promotions, calendar planning, retail marketing, merchandising, direct, loyalty and fulfillment services, CRM, environmental branding.

Clients:

Beiersdorf, Boeing, Brown-Forman, CA, Coors, Del Monte Foods, Dockers, Dow Chemical Company, Fisher-Price, GlaxoSmithKline, Haier, KFC, Kmart, Kraft Foods, Lilly, Merck, MilkPEP, Miller Lite, MoneyGram, Motorola, Newell Rubbermaid, PACCAR, Pfizer, Qwest, Roche, SC Johnson, Taco Bell, The Hilton Family, UnitedHealth Group, United States Postal Service



Elite Marketing Group

494 Eighth Avenue, Ste 1400
New York, NY 10021

Phone: 212-933-9544 ext 200

Fax: 212-918-3421

Contact: Gary Marcus, SVP, Business Development

Email: info@elitemg.com

New York² | Atlanta | Chicago | Los Angeles

Elite Marketing Group is a full service Experiential Marketing Agency. We create live brand experiences that move consumers and deliver results.

- Mobile Tours
- Sponsorship Activation
- Product Sampling
- Guerilla Marketing/Street Teams
- Demonstrations/Stunts
- Branded Premiums
- Credit Card Acquisition
- Data Capture/Acquisition Services

Target, Captive + Inspire



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 DevotionTM

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.

We Go:

Flushing in Times Square with **Charmin** NYC Restrooms • New Year's Eve ball dropping with **Duracell** • Shopping at Simon Malls with **Hewlett Packard** • Chocolate lover searching with **Pure Dark** • Sappy hearts crushing with **Altoids** • Youth sporting events with **Sony** and **Frosted Flakes** • Festival-ing with **Wyeth** • Searcher searching with **Yahoo!** • Ticket selling with **Bacardi** • To premieres with **Starz** • Snowboarding with **Nike** • Motoring with **GM** • Laundering with **Tide** Loads of Hope • **NASCAR**'ing with **Valvoline** and **Stanley** • **NFL** foot-balling with **Chunky Soup** • American Idol'ing with **Pop-Tarts** and **Guitar Hero** • Educating with **Shell** • Rocking with **Nabisco** • **NCAA** courtside with **Kraft** • Reveling with **Charmin** Mobile Restrooms & **Pampers** • Swimming with **Pepperidge Farm's** Goldfish • Shopping with **Discover Card** • Pledging with **Dryel** • Spring-breaking with **Rice Krispies Treats** & **Dr. Pepper** • Retailing with **Wal-Mart**, **Target**, **Kroger's**, & **Publix**

Core Competencies:

Experiential; Pop-Up Retail; Event; B-to-B; Mobile; Viral & Buzz Marketing; Music & Sports Sponsorship/Activation; Retail Activation; PR Launches & Stunts; Consumer & VIP Parties; Celebrity Appearances; Hospitality & Trade Activation



GMR Marketing

5000 South Towne Drive
New Berlin, WI 53151

Phone: 262-786-5600

Fax: 262-780-6141

Contact: Tony Besasie, CMO

Email: hqnewbiz@gmrmarketing.com

Website: www.gmrmarketing.com

Company Description:

A forerunner of experiential marketing, GMR Marketing is a pioneer in the practice of engagement marketing. GMR builds brand relevance through campaigns that resonate with consumers on a personal level by leveraging passions for sports and entertainment, and through the use of interactive channels of digital, retail, and live events. A subsidiary of Omnicom and part of the Radiate Group, GMR Marketing is headquartered in Milwaukee, with offices in Chicago, New York, Los Angeles, San Francisco, Charlotte, Seattle, Detroit, Toronto, Vancouver, London, Paris and Beijing. GMR has received numerous industry accolades, including SportsBusiness Journal's 2009 "Sports Event Marketing Firm of the Year" award.

hawkeye

vision_velocity

hawkeye

2828 Routh Street, Suite 300
Dallas, TX 75201

Phone: 214-659-5615

Fax: 214-747-1897

Contact: Megan Talbott, Director of New Business Development

Email: mtalbott@hawkeyewww.com

Website: www.hawkeyewww.com

Branch Offices:

Buffalo, Charlotte, Dallas, Denver, London, New York, Seattle

Company Description:

hawkeye is a leading independent, integrated marketing agency that creates awareness, preference and loyalty for the next generation of leading brands. We use online and off-line marketing disciplines in concert to help clients generate leads and sales at a desired ROI. We are results-oriented, understanding that it's not enough to have creative or innovative ideas - the ideas must drive results. We've created hundreds of award-winning strategies and campaigns that have delivered increased value for both B2B and B2C brands. We are committed to excellence, innovation, speed and efficiency.

Capabilities:

Direct Marketing, Data and Analytics, Web Site Design and Development, Promotions, Event Marketing, Online Marketing, Social Media, Mobile Marketing, Sponsorship Activation, Channel Marketing, Change Communications, Branding, Direct Media Planning and Buying



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

Offices: Cleveland, Metro New York, Chicago

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.

INNOVA marketing

innovative period.

INNOVA Marketing

6570 Edenvale Boulevard
Minneapolis, MN 55346

Phone: 952-392-2280

Fax: 952-949-8865

Contact: Brad Pappas, President

Email: 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

Demographic Targeting

Event Marketing

Commuter Intercept

Retail In-Store

Retail-tainment

Solo/Co-op Sampling



integer

The Integer Group

7245 West Alaska Drive
Lakewood, CO 80226

Phone: 303-393-3402

Contact: Mark McMullen, SVP Business Development

Email: mmcmullen@integer.com

Website: www.integer.com

Company Statement:

The Integer Group is one of America's largest promotional and retail marketing agencies and a key member of the TBWA Marketing Services Portfolio. Integer has more than 1,000 marketing professionals, six full-service offices, a nationwide network of U.S. field offices, and locations in Europe and Asia. The Integer Group resides at the intersection of branding and selling and creates strategic marketing solutions for clients in categories that include beverage, package goods, telecommunications, fast food, home and shelter, and power sports.

Philosophy

At Integer, we believe that consumer shopping behavior is an entire culture-with actions, behaviors and trends all its own. We are passionate about that culture and what makes it tick. That's why we're relentlessly focused on discovering actionable insights that influence shoppers every step along their path from awareness to consideration to purchase and back again. Only we do it in ways that ensure that every action we take to build the brand makes a sale and every action we take to make a sale builds the brand.

Services

Shopper marketing, retail marketing, promotional marketing, channel marketing, event and field marketing, digital marketing solutions, brand marketing, media planning and buying, CRM, art production services and E-Graphics production services.



KALEIDOSCOPE

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

Company Description: Kicking Cow is a feisty agency that has made a name for itself as a marketing, experiential and promotions innovator. Each talented member of our team personifies the creative energy and drive that distinguishes us from the rest of the herd. We have the skill and enthusiasm it takes to develop and deliver engaging and effective consumer experiences for your brand at a moment's notice.

Clients:
 Hallmark Cards, Inc.
 Nestlé Purina PetCare Company
 Applebee's Services, Inc.
 Prilosec OTC
 Mirage Studios
 Fleishman Hillard
 4 Kids Entertainment, Inc.
 Peppercom
 Mullen Communications, Inc.



Launch Creative Marketing
 208 S Jefferson Street Suite 400
 Chicago, IL 60661
Phone: 312-234-9800
Contact: Kevin Keating, President
Email: kevink@launchcreative.com
Website: www.launchcreative.com

Launch is a PROMO 100 brand marketing agency with expertise to integrate memorable brand experiences through promotions, package designs, interactive and in-store marketing.

Clients: Kellogg's, Sara Lee, Alberto-Culver, Con-Agra, Sanford



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
Website: www.leaddogmarketing.com

Branch Offices: Los Angeles, Chicago, Boston, Atlanta and Boulder

Company Description: LeadDog Marketing Group, Inc. is a 9-year-old, 80+ person, NYC-based turnkey marketing solutions agency. Named a Promo 100 Agency for five consecutive years and winner of two Telly Awards, three EX Awards, three Promax awards, two ISES Big Apple Awards and six FAME Awards, LeadDog emphasizes the power of an idea, and specializes in brand, cause, sports and media/entertainment properties.

EXPERTISE:

- Experiential Marketing
- Brand Promotions
- Integrated Marketing Communications
- National, Multi-City Mobile Tours
- Full Design Capabilities
- Website Conceptualization/Interactive Marketing
- Sweepstakes and Contests
- Sponsorship Activation
- Media and Strategic Partnerships
- Sports and Entertainment Marketing/Programming
- Social/Cause-Related and Environmental Initiatives
- Grassroots/Buzz and PR Campaigns
- Hospitality
- B2B Campaigns

Marquee clients include NASCAR; ABC Television; O, The Oprah Magazine; Madison Square Garden Network; Better Homes and Gardens; the USTA; World Wrestling Entertainment; Nautica Fragrance; Glacéau vitaminwater; GoodBelly probiotic fruit drink; AARP The Magazine; Cognizant; Memorial Sloan-Kettering Cancer Center; and Susan G. Komen for the Cure



The Marketing Arm
 1999 Bryan Street, Suite 1800
 Dallas, TX 75201
Phone: 214-259-3200
Fax: 214-259-3201
Contact: Gregg Hamburger
Email: GHamburger@TheMarketingArm.com
Website: www.TheMarketingArm.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.



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



Experts on the changing nature of consumers. We understand when and where they are most receptive to human/brand contact.

Independent since 1987, we offer an integrated array of tools for reaching the people you need to influence.

Marketing Werks. Experience Counts™.

WHAT WE DO

Our key services are:

- Mobile Marketing
- Event Marketing
- Youth Marketing
- Multi-Cultural Marketing
- Re-marketing
- Retail Engagement
- PR and Media Support

Different tools with some common properties vital to success in a volatile marketplace: integrated, strategic, and results-driven.

Those are just some of what we do to deliver your brand's story in a compelling way. Change is the constant for today's marketer. At Marketing Werks, we're ready for it, probably because we're often the ones leading the change.

We work in partnership with our clients every step of the way. From strategic planning and creative development, through fabrication and construction, right through execution and after-action reporting.

OUR CLIENTS

We've earned the trust of many of the world's most trusted brands. Including, but hardly limited to:

- Beringer
- BlackBerry
- Char-Broil
- Chevrolet
- Hershey's
- ING
- La Costeña
- Choco Milk
- National Pork Board
- Nike
- Sony Computer Entertainment America (PlayStation)
- Verizon
- Walgreens
- WD-40
- WL Gore
- Yum! Brands

OUR WERK

We've been recognized by industry leaders and it's earned us honors, like being a PROMO 100 Agency. Winning awards like PROMO Magazine's Marketers of the Year and Brand Week's Guerrilla Marketers of the Year.

We're justly proud of these accolades. Yet, we believe the best measure of our success comes by the way we've grown our business. We deliver all that our clients need. And more than they expect.

Like it says in our tagline, "Experience Counts." Visit our website or call us. Let's discuss how to make it count for you.



Media Star Promotions

2800 Quarry Lake Drive, Ste 180
Baltimore, MD 21209
Phone: 410-825-8500
Fax: 410-825-5012
Contact: Brian Lazarus
Email: Brian@mspromotions.com
Website: www.mspromotions.com

MSP is a full-service event marketing agency dedicated to innovative concepts, turnkey execution and detailed reporting.

Services: Program design and execution, tour management, field marketing, staff recruiting, training and auditing; plus a broad range of consulting and outsource services.

Specializations: National brand tours, sponsor representation and specialty vehicle campaigns.

Offices: New York, Chicago, Philadelphia, Detroit, St. Louis, Pittsburgh, Milwaukee, Cincinnati, Cleveland, Norfolk, Columbus, Northern Virginia, Louisville, Oklahoma City, Grand Rapids, Hoboken, Indianapolis, Minneapolis, Washington DC, Richmond, Kansas City, Baltimore (HQ)



Moderne Communications, Inc

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

Moderne Communications is your trusted Events, Social Media and Multicultural Marketing agency partner. We're a non-traditional agency committed to creating effective programs that reach target audiences with right message, at the right place and time, when they are most likely to engage. Our slogan of "Reach Anyone Marketing" says it all: mindful of your target, Moderne pinpoints the best strategies and tactics for any initiative. As your behind-the-scenes partner for niche marketing programs, we produce turnkey events and programs that make a real and memorable impact. Just ask any of our happy clients: McDonald's, Heineken, Axe Body Spray or anyone else on our client roster.

momentum



Momentum Worldwide

161 Sixth Avenue, 8th Fl
New York, NY 10013
Phone: 646-638-5400
Fax: 646-646-5401
Contact: Kevin McNulty, CMO; Chris Weil, Chairman and CEO
Email: Kevin.McNulty@momentumwww.com
Website: www.momentumwww.com

NA Offices: Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, New York, St. Louis, San Francisco, Toronto

Disciplines: Sponsorship, Events, Promotion, Retail/ Shopper Marketing, Music & Entertainment, Interactive/Digital

OgilvyAction

OgilvyAction

636 11th Avenue
New York, NY 10036
Phone: 212-484 0303
Fax: 917-475 7172
Contact: Sheila Hartnett, CEO, North America
Email: sheila.hartnett@ogilvy.com
Website: www.ogilvyaction.com

Company Description:

OgilvyAction (www.ogilvyaction.com) is the global brand activation network of The Ogilvy Group. With its 64 offices and 1,700 people, OgilvyAction helps clients win in *The Last Mile*™, by creating brand experiences which turn shoppers into buyers. The company delivers a broad range of services including experiential marketing, shopper marketing, trade marketing and promotional services. Supporting each of these is a capability in field marketing, digital activation, retail design and analytics.

OgilvyAction utilizes a proprietary planning process and suite of tools to understand the relationships between the shopper, the retailer and the brand. The insights generate big ideas that close the sale for clients. The agency's client portfolio features Fortune 500 Blue Chip brands and some of the most innovative local marketers around the world. OgilvyAction is part of the WPP Group, one of the world's largest communications services organizations (NASDAQ: WPPGY, www.wpp.com.)

North American Clients:

- American Express
- BAT
- Coke
- Intercontinental Hotel Group
- Kodak
- Kraft
- Lenovo
- Motorola
- S.C. Johnson
- Unilever

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

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

RIVET

RIVET
 633 N St Clair, 21st Floor
 Chicago, IL 60611
Phone: 312-799-4003
Fax: 312-799-4010
Contact: Tom Hansen, Managing Director
Email: Tom.Hansen@RIVETglobal.com
Website: www.rivetglobal.com

Office: Chicago, St. Louis, New York, San Francisco, Toronto

Description: Full-service marketing services company made up of 250 curious marketers. We offer expertise in Branding, Promotions, Retail Shopper Marketing, Events, CRM, Direct-to-Consumer, B-to-B, Digital and Broadcast.

Clients: Kellogg's, Splenda, Microsoft, Levis, Morton Salt, Viactiv, Lactaid, Wagner, Visa, USTA and others

Mission: Rivet provides Branded Action: marketing communication that not only moves the spirit, but also changes behavior. We're building brands while wiping out consumer apathy.



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!

sourcemarketing

Source Marketing, LLC
 761 Main Avenue
 Norwalk, CT 06851
Phone: 203-291-4000
Fax: 203-229-0865

Contacts: President/CEO: Derek Correia; Managing Partners: Mark Toner, Rich Feldman; Senior Vice Presidents: Jamie Klein, Randy Musiker, Chris Healey, CFO: Paul Hlznay
E-Mail: bardes@source-marketing.com
URL: www.source-marketing.com

Year Founded: 1989

Company Description: Leading integrated promotional marketing agency, specializing in innovation, driving ROI and achieving business objectives through "close to the customer" approaches in market and at retail. Full-service agency, from planning and concept development to complete national and in-market program implementation.

Functional Specialties: Online/offline Integration, promotion, localized/field/event marketing, digital/interactive, partner marketing, radio, retail marketing, direct marketing, CRM, and non-traditional/guerrilla.

Clients: Alcon, Bic Corporation, Bloomberg, Boars Head, E*Trade, Gartner Group, Hunter Douglas, Intel, Mars, Philips, Pinnacle Foods, Panasonic, Reckitt Benckiser, Sage Software.



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

Founded: Boston, 1989

Company Description: TEAM ensures consumers experience and interact with your brand. We firmly believe, and have proven to our clients, that "there is no better way to increase purchase intent for a product than to physically place it in consumers' hands." We are experts at understanding our audience, ensuring we deliver the most relevant branded impression of your product to the consumer. With an activation footprint of 120+ cities, no agency can match TEAM's ability to physically activate a brand with this type of speed, quality and scale - while providing a positive ROI.

Specialization: “CHA-CHING!!!” That’s what it all boils down to; driving purchase intent and generating sales. TEAM builds and executes experiential solutions; putting our clients’ products in the hands of potential consumers. Whether it’s executing a unique event or building a custom, dedicated sales activation team, TEAM brings brands to life where consumers live, work and play.

Services:

- experiential marketing
- lifestyle and niche marketing (youth & multicultural)
- automotive programs (ride-and-drives, demos & tours)
- beverage programs (sampling, on-premise, couponing, ambassadors, etc.)
- special events (large-scale and intimate)
- data-capture, digital, mobile & activation strategy development

Partial Client List: Volkswagen, Bacardi, Comcast, MillerCoors, Boar’s Head, Elizabeth Arden, Red Bull, Dominos, Coke, Ford

Mission Statement:

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



Think 360 Inc

560 White Plains Road
Tarrytown, NY 10591

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Fax: 914-631-8078

Contact: Karen Koslow

Email: karenk@think360inc.com

Website: www.think360inc.com

Health & Wellness Division: www.antidote360.com

Company Description: At Think 360 we grow ideas. We are passionate about cultivating creative marketing concepts that differentiate brands, engage consumers and lead to lasting relationships. We do this by working from the ground up, getting to know your consumers and uncovering what motivates and inspires them. Our organic approach has reaped rewards for leading manufacturers such as Heinz, Crayola, Unilever, Tata Beverages, Purdue Pharma and Starkist. Put your brand in our hands, and we’ll help you grow too.



Tipton & Maglione, Inc

581C Middle Neck Road
Great Neck, NY 11023

Phone: 516-466-0093, ext 27

Contact: Martin Maglione

Email: martin@tiptonandmaglione.com

Website: www.tiptonandmaglione.com

Services: Full-Service Promotion & Design, Sampling Tours, Complete Web Capabilities, Sweepstakes Administration.

Client Categories: Beer, Wine, Spirits, B-to-B, Soft Drinks, HBA, Packaged Goods, Electronics.



TracyLocke

1999 Bryan St, Ste 2800
Dallas, TX 75201

Phone: 203-762-2209

Contact: Jim Sexton, Chief Marketing Officer

Email: jim.sexton@tracylocke.com

Website: www.tracylocke.com

Year Founded: 1913

Offices: Dallas, Texas; New York, New York; Wilton, Connecticut; Los Angeles, California; San Francisco, California; Bentonville, Arkansas

Company Description:

TracyLocke is the brand-to-retail marketing agency that understands an important truth: The best way to create and grow great brands is to turn consumers into shoppers.

We do this by driving brand equity all the way to retail through expert insights into the consumer, the shopper, the brand, the retailer and the cultural context. Finally, we capture these insights in bold, creative ideas that MOVE people to BRANDS.

Specialization:

- Advertising
- Direct Response
- Field Marketing
- Graphic Design
- Interactive
- Media Planning & Buying
- Promotions
- Shopper Marketing
- Sports Marketing
- Strategic Planning

Clients include:

- 7-Eleven
- Brown-Forman
- Clorox

- Del Monte
- Gatorade
- Hewlett-Packard
- MasterCard
- McIlhenny Company (Tabasco)
- Nokia
- PepsiCo
- Sony Playstation
- Sun Products
- T-Mobile
- YUM! Brands



Upshot

350 N Orleans, 5th Fl
Chicago, IL 60654

Phone: 312-943-0900

Fax: 312-943-9699

Contact: Brian Kristofek, President & CEO

Email: upshot@upshotmail.com

Website: www.upshot.net

Agency Description

Upshot works with clients who want to challenge indifference to engage consumers. We challenge accepted rules and norms to fuel innovation. And provide our client partners with brand and shopper marketing based on consumer insights, system understanding and retail realities. We strive to engage consumers through simple ideas brilliantly activated with a focus on brand, promotion, retail, regional and interactive marketing. Upshot is a division of EMAK Worldwide (NASDAQ: EMAK).

Specialized Services

- Integrated Promotion
- Brand Marketing
- Retail Marketing
- Regional Marketing
- Interactive Marketing

Clients

Autolite, Crown Imports, Gogo Inflight Internet, Kerasotes Theaters, Kraft Foods, Procter & Gamble, Tremor/Vocalpoint, Promise Spreads, Wild Turkey





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.



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

Company Description: Our difference: the agency's senior staff, with 12-25+ years of client and agency experience. We take on challenges and create integrated marketing sensations for our clients:

- The most successful ConAgra product launch in decades, generating first-year sales of \$120,000,000.
- Generating double the sales leads at half the cost with a year-long social network strategy, positioning James Hardie as the go-to design product resource for consumers and professional audiences.
- Developed launch programs for Codemasters driving significant awareness/exposure through alternate channel placements.

Competencies: Strategic Planning, Creative, Digital Marketing, Social Network Marketing, Partnership Marketing, Account-Specific Marketing, Sweepstakes Administration, Publicity, Event/Field Marketing, Product Introductions, Production and Fulfillment.

Clients: Abbott Medical, Bandai America, Codemasters, Del Monte, Intuit, James Hardie Building Products, Mattel, Time Warner Cable, Ventura Foods, Warner Bros., WD-40.