

## PHOTOGRAPHY/PROMOTIONAL

## Picture Marketing™

**Picture Marketing**

20 Miwok Dr  
Novato, CA 94947  
**Phone:** 949-235-7898  
**Fax:** 415-276-4553  
**Contact:** Terry Tonini  
**Email:** ttonini@picturemarketing.com  
**Website:** www.picturemarketing.com



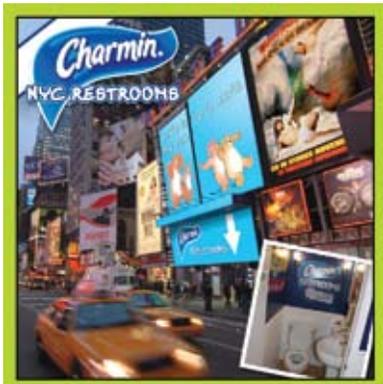
Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts

## POP-UP STORES



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



Welcome to Gigunda Group... a worldwide award winning organization of strategic thinkers & topnotch executors dedicated to delivering unforgettable brand experiences. We wrap our imagination around your most valuable asset, your brand. We create brand experiences that involve consumers allowing them to understand how and why your brand fits them.

Whether it's responding to Hurricane Katrina while building brand equity in the ultimate proof-point environment (*Tide CleanStart Mobile Laundromat*), taking commodity out of the bath tissue equation by engaging families at the point-of-use (*Charmin NYC Restrooms & Charmin Potty Palooza*), delivering a curiously buzz worthy product launch by turning Valentine's Day on it's head (*Altoids Anti-Love Chocolate Shoppes*), or merging a new usage occasion with America's hottest property (*Pop-Tarts & American Idol Concert Tour*), Gigunda delivers involvement to create brand fit.



**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, CEO  
**Email:** info@grandcentralmarketing.com  
**Website:** www.grandcentralmarketing.com



Los Angeles office: 333 S. Beverly Drive, Suite 208, Beverly Hills, CA 90212, 310-843-9855, Contact: SeeLun Mak, Senior Vice President

Grand Central Marketing is an event marketing and promotion agency that creates interactive experiences that bring brands to life. Whether it's producing a game show starring cats and their humans to generate publicity for Meow Mix, opening a Tweety pop-up store to rebrand the iconic Warner Bros. character or creating a mobile tour to introduce consumers to Robert Mondavi wine, 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:**

Bravo  
Conde Nast  
Del Monte Foods  
GGP Malls  
Harley Davidson  
HBO  
Napster  
National Geographic  
Ragdoll, Ltd.  
Robert Mondavi  
Target  
USA Network  
Warner Bros.

## PREMIUMS/INCENTIVES



**Affinion Loyalty Group**  
7814 Carousel Lane  
Richmond, VA 23294  
**Phone:** 804-217-6462  
**Fax:** 804-217-6470  
**Website:** www.affinion.com/loyalty

At Affinion Loyalty Group (ALG), we offer ways to drive profitable behaviors using any means possible: points, miles, rewards, incentives, enhancements. We believe loyalty should be a business strategy with a positive ROI, and help our clients meet their profitability and loyalty goals by attracting and retaining customers.

**All Star Incentive Marketing**  
Sturbridge, MA 01566  
**Phone:** 800-526-8629  
**Fax:** 508-347-5404  
**Contact:** Mike Balcom, VP Corporate Identity  
**Website:** www.incentiveusa.com

Increase brand recognition, reward customers, recognize employees and generate incremental sales with corporate identity and incentive solutions from All Star Incentive Marketing. As one of the largest ASI distributors, a manufacturers' representative, and stocking distributor, we have the reach and buying power to provide a wide range of brand name products to build or extend your brand.



**Kenco Company - Players Club Rewards**

8447 Wilshire Blvd Suite 401  
Beverly Hills, CA 90211  
**Phone:** 800-622-7346

**Fax:** 800-867-8463

**Contact:** Christina Lesch

**Email:** christina@kencocompany.com

**Website:** www.kencocompany.com;

www.playersclubrewards.com

**Branch Offices:** Dana Point, CA

**Profile: Treat Loyalty like Royalty.** Full-service marketing company specializing in loyalty and incentive reward programs utilizing world famous branded and designer products. We are prime manufacturers, importers, and a direct source of items in all categories and price points. Creative, procurement, and fulfillment services.

## MARKETING DRIVE

Realize Your Brand's Full Potential

**Marketing Drive**

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

**Contact:** Michael Harris, President & CEO

**Phone:** 203-857-6100

**Email:** Michael.harris@marketingdrive.com

**New Business Contact:** Dean Williams

**Phone:** 203-857-6117

**Email:** dean.williams@marketingdrive.com

**Website:** www.marketingdrive.com

**Year Founded:** 1989

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

**Company Statement:**

Marketing Drive is a promotional marketing agency dedicated to helping our clients realize their brand's full potential. We do this by driving incrementality. Our trick, discover an unexpected insight or opportunity to translate into a creative idea that goes Boom - simple to say, hard to do. Smart solutions that help brands realize their full potential.

**Clients:** Partial Listing includes: Dannon, ENERGY STAR, ExxonMobil, New Balance, Novartis Consumer Health, Pernod Ricard, and P&G

**Professional Affiliations:** American Association of Advertising Agencies (AAAA), In-store Marketing Institute, and Promotion Marketing Association (PMA)



**Promotion Services Group**

Minnetonka Crossings,  
6001 Shady Oak Road Suite 280  
Minnetonka, MN 55343

**Phone:** 952-933-0105

**Contact:** Gretchen Parker, Vice President/  
Managing Director

**Email:** gretchen.parker@promotionservicesgroup.com

**Website:** www.promotionservicesgroup.com

**Year Founded:** 1989

**Company Description:** PSG is focused entirely on custom premiums.

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

**Specialized Services:**

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

**Clients:** Partial Listing includes: P&G, Regis Corporation, Pernod Ricard and Select Comfort.

**Professional Affiliations:** ASI and Promotion Marketing Association



**Rymax Marketing Services Inc**

19 Chapin Road Bldg B  
PO Box 2024

Pine Brook, NJ 07058

**Phone:** 866-879-2215

**Fax:** 973-808-4513

**Contact:** Rosanna Previtera

**Email:** rprevitera@rymaxinc.com

**Website:** www.rymaxinc.com/promo

**Professional Affiliations:** RPI, IMA, IMRA

Rymax has revolutionized the incentive industry making it simple, effective, and most importantly - rewarding. With a dedicated team, strategic partnerships, and technological resources, Rymax has the ability to stay on the cutting edge of all incentive solutions.

As the largest national manufacturer's representative in the incentive industry, Rymax provides clients with brand name, motivational merchandise at factory direct pricing. And with bi-coastal warehouses, Rymax offers quick and reliable total fulfillment.

Contact us today to find out how you can include brands like Celestron®, iRobot®, Skullcandy™, Toshiba, and more in your next promotion.

## PRINTERS: PROMOTIONAL COLLATERAL



**PPS**

3915 Stern

St. Charles, IL 60174

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

**Fax:** 630-513-8062

**Contact:** Ken Russo, General Manager

**Email:** pps@ppsfil.com

**Website:** www.ppsfil.com

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

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

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

**TEK Labels & Printing**

472 Visa Way  
Milpitas, CA 95035  
**Phone:** 408-586-8107  
**Fax:** 408-586-8127  
**Contact:** Jim Di Bona, President  
**Email:** info@teklabel.com  
**Website:** www.teklabel.com



**Company Description:** In addition to producing high-quality, custom pressure-sensitive labels, TEK Labels and Printing has established itself as a supplier of a wide variety of promotional labels products. Our capabilities range from blank labels to those requiring 10 print stations.

**Products:** LABELS, FOLDED COUPONS, EXTENDED-CONTENT LABELS, IRCs, SCRATCH & SNIFF LABELS, STATIC CLING LABELS, DRY-RELEASE COUPONS, SCRATCH-OFF LABELS, CHANNEL STRIPS, SHELF DANGLERS

**PRINTERS: SECURITY**

**Scientific Games International**  
1500 Bluegrass Lakes Parkway  
Alpharetta, GA 30004  
**Phone:** 770-664-3704  
**Fax:** 770-772-7674  
**Email:** kristin.eastabrooks@scientificgames.com  
**Website:** www.scientificgames.com  
**Locations:** Georgia, U.K., Chile, Germany, Montreal, Australia

**Company Description:** Full-service security printer offering many promotional products for sweepstakes, contests and promotions including scratch-off game cards and pull-tabs. E&O insurance coverage. ISO 9001 Certifications.

**REBATE PROCESSING****Aero Fulfillment Services**

3900 Aero Drive  
Mason, OH 45040  
**Phone:** 513-459-3900, 800-225-7145  
**Contact:** Chris Probst, VP Sales  
**Email:** sales@aerofulfillment.com  
**Website:** www.aerofulfillment.com  
**Fulfillment Centers:** Cincinnati, Ohio (Mason/ West Chester)

**Company Description:**

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

**Services:**

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

**Clients:**

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

**Company Statement:**

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



The Promotions Logistics Company

**CMS Inc**

2650 Pilgrim Court  
Winston-Salem, NC 27106  
**Phone:** 336-631-2896  
**Fax:** 336-631-7667  
**Contact:** Lisa Bibawi, Director, Business Development  
**Email:** Lisa.Bibawi@inmar.com  
**Website:** www.promotionslogistics.com/rebates

CMS captures billions of transactions annually for more than 715 consumer product companies. Each transaction is executed with CMS's hallmark excellent operations and superior thought leadership. That same care and innovation is applied to your rebate program with unmatched:

- **Promotion Development Consulting.** From suggestions on the best tactics to advice on legal wording, your dedicated account team provides guidance as you create your program.
- **Data Collection.** Rebates are handled in a controlled processing environment, perfected by CMS's dedication to details and commitment to continuous process improvement.
- **Timely and Accurate Payments.** CMS handles billions of transactions each year, tracking precisely who is paid, how much and when. The right consumer will get the right rebate in a timely manner.
- **Custom Payment Controls.** The customized guidelines for what is considered a payable submission can be set according to your objectives.
- **Flexible Options.** CMS provides the resources needed to develop a solution customized to your objectives. Those resources include: a web-based tracking system, custom reporting, telephone and e-mail customer care and an online consumer tracking site.

**Corporate Services Inc**

5681 W Cleveland Rd  
South Bend, IN 46628  
**Phone:** 574-271-2055  
**Fax:** 574-271-2045  
**Contact:** Robert Wozny, Chief Executive Officer  
**Email:** sales@corporatesvcs.net  
**Website:** www.corporatesvcs.net

**CompanyDescription:** Full-service integrated marketing support company offering; Real-time Web Interface to Inventory Records and Reports, State of the Art E-Commerce Solutions, Relational Database Design/Management, Custom Software Development, Literature/ProductFulfillment, Kitting, Direct Mail, Coupon/Rebate/Gift Certificate Processing, Document Scanning, Attended Operator and IVR 800 Services, Fax Broadcasting and Print-on-Demand Printing and Publishing Capability.

**Specializations:**

- Over 800,000 square feet of environmentally controlled storagespace
- DEA and FDA approved
- Midwest location provides significant savings in delivery time and shipping costs
- All services performed onsite
- Creative and cost effective business solutions



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

**Services:** Fully-integrated and innovative rebate solutions. We offer exceptional program management with flexible options and extensive check and coupon choices, plus on-line submission and reporting services.

# Resolve

**Resolve Corporation**  
 20770 Westwood Drive  
 Strongsville, OH 44149  
**Phone:** 800-741-9972  
**Contact:** Todd Kosich, SVP, Sales & Marketing  
**Email:** Todd.Kosich@resolve.com  
**Website:** www.resolve.com

**Resolve Corporation - Canada**  
 85 The East Mall  
 Toronto, Ont., M8Z 5W4

**Company Description:** Resolve is a provider of rebate processing services to some of the most recognizable brands throughout North America. We can offer you solutions that leverage our 35 years of experience and expertise, including paperless rebates and gift cards. We pride ourselves on delivering extremely fast turn around times with the lowest error rates in the industry and high consumer satisfaction. As a publicly traded company, Resolve will provide you with the clarity and transparency your stakeholders demand - it's all about trust.

**Specializations:**

- Paperless Rebate Solutions
- Gift Card, Debit Card, and Virtual payment solutions
- Check Issuance and Multi Currency
- Escheat/Slippage reporting services
- Promotion consulting
- Web-based reporting and consumer look-up
- Data entry and Live Operator call centre support.
- Flexible duplicate elimination
- Address standardization
- Physical review for fraud prevention
- Redemption forecasting experience
- E-mail/Txt notification and consumer messaging
- Canadian and US operations



**TheRebateCompany**  
 1200 William St  
 Buffalo, NY 14240  
**Phone:** 800-365-4844 x229  
**Contact:** Michael McKelvie, VP Marketing & Communications  
**Email:** mdmckelvie@TheRebateCompany.com  
**Website:** www.TheRebateCompany.com



**We bring integrity, performance and excitement to the rebate business**

We offer complete rebate, reward and fulfillment solutions. Our suite of services include coupon creative, print, web, data capture, instant validation, 24/7 care and support, letter shop and exciting reward options that you, or your customers can select. All supported by robust, online, on demand reporting.

Everything we do is based on Best Practice processes and is driven by a passion to create an exceptional customer experience.

TheRebateCompany is one of three HMS companies that provide expert, specialized services and are integrated to let you choose your reward and the number of services you require from concept and design to a complete turn-key solution.

There's only **one** company who can do all this:

- Expert Mail-In or Instant, On-Line Rebate Management
- Authorized Distributor of American Express®, VISA and MasterCard-Branded, Pre-Loaded Reward Cards
- **GREEN REBATES** with Carbon Offset Options
- Mobile Coupons & Flyers
- Gift Cards from Hundreds of Leading Retailers
- Web, Creative and Print services
- B2B, B2C Fulfillment
- Live, On Demand Web Report Suite
- 24/7 Live Customer Care



We bring integrity and best practice to everything we do.



**Young America Corporation**  
 717 Faxon Road  
 Young America, MN 55397  
**Phone:** 800-533-4529  
**Contact:** Jan Wikman, VP Business Development  
**Website:** www.young-america.com

Fast, accurate, flexible and seamless, YA's incentive and rebate programs are a proven marketing strategy designed to drive sales and boost consumer loyalty.

**Channel Flexibility**

- Online
- Mail-In
- FTP/Data Transfer
- IVR/Phone
- POS

**Multiple Reward Options**

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

## RESEARCH SERVICES



**Marella Promotion Marketing**  
 35 Corporate Drive, Suite 1135  
 Trumbull, CT 06611  
**Phone:** 203-452-8206  
**Fax:** 203-452-5232  
**Email:** sales@marellapromotion.com  
**Website:** www.marellapromotion.com

At Marella Promotion Marketing, *our analysis starts where most analysis ends.* As research experts in Promotion Analysis and Strategy Development, our Analyzer® programs utilize proprietary methods that provide deeper insights to the variables impacting a business, and that's where we make a difference. With proven results for many Fortune 500 brands, we're committed to providing our clients with actionable recommendations that lead to improved business results. Contact us to learn more about our Analyzer® programs.

SUPPLIERS AND SERVICE COMPANIES



### VSI Targeting

2650 Pilgrim Court  
Winston-Salem, NC 27106

**Phone:** 336-631-2538

**Fax:** 336-631-7777

**Contact:** Bill Beyea, Sr Promotions Analyst

**Email:** bbeyea@vsitargeting.com

**Website:** www.vsitargeting.com

### Coupon Optimization™

Using specialized data and technology, uncompromising objectivity and proven strategies, VSI Targeting can help you optimize your coupon promotions. That means focusing your promotional spending where it can have the biggest impact. It's not only a matter of being cost-conscious; it's smart to put the best coupon offers in the hands of targeted consumers at the best possible time. That's how VSI's Coupon Optimization process makes coupons work to meet your brand's objectives.

VSI Targeting enables clients to:

- Focus the coupon optimization process to set the best face values for each geographic FSI market.
- Determine where to drop each FSI offer, pinpointing specific markets that will provide the most impact for your objectives.
- Optimize complex, multi-brand (corporate) events.
- Integrate multiple sources of marketing data to generate custom analysis and insights tailored to your specific questions and needs.

By leveraging the power of VSI Targeting to deliver actionable information, you'll have the time and ability to make informed decisions, resulting in more successful promotions and greater impact from every promotional dollar.

### VSI Targeting - The Couponing Experts™

## RETAIL MARKETING



### bds mktg

10 Holland  
Irvine, CA 92618

**Phone:** 949-472-6700

**Contact:** Kristen Cook, Managing Partner

**Email:** marketing@bdsmtkg.com

**Website:** www.bdsmtkg.com

bds offers Street Intelligence<sup>SM</sup>, training, brand advocacy, merchandising and assisted sales to optimize sales floors, empower sales associates, and activate brands to maximize sell-through.

experience unlimited®



### Pierce

One Monument Square, 4th Floor  
Portland, ME 04101

**Phone:** 800-298-8582

**Fax:** 207-761-4570

**Contact:** Bob Martin, President

**Email:** bob.martin@piercepromotions.com

**Website:** www.piercepromotions.com

New York, Chicago, Washington, D.C., Bentonville

Pierce is a top-ranked, full-service marketing agency specializing in experiential, local, retail and specialty solutions. Pierce brings stunning reality to *experience unlimited*® - the philosophy that every brand has an experience within it and every consumer has an experience to share. Pierce is fully-owned by Omnicom Group Inc. and part of the Radiate Group, a network of best-in-class marketing agencies. Pierce provides full-service marketing across several brand activation experience points including mobile marketing, retail events, sampling and women's specialty marketing.

Verizon, Kraft, Procter & Gamble, Diageo, Sam's Club, Discovery Communications, TD Banknorth, SKYY Spirits, Scotts, Del Monte, DEWALT



### Ryan Partnership

50 Danbury Road  
Wilton, CT 06897

**Phone:** 203-210-3195

**Fax:** 203-210-7926

**Contact:** Dan Sullivan, President Emerging Business

**Email:** dsullivan@ryanpartnership.com

**Website:** www.ryanpartnership.com

**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

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

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

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

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

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

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

## SAMPLING PROGRAMS



### Active Marketing Group

#### San Diego Headquarters:

10182 Telesis Court, 3rd Floor  
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:** www.ActiveMarketingGroup.com



### Regional Offices:

Boston, Denver, New York

### Company Description:

*Marketing Innovation through Access and Insight.* As a division of The Active Network, Inc., Active Marketing Group is a digital media and marketing services firm that leverages its direct relationship to communities nationwide to help brands connect with active-minded consumers. With leading online

*listing continued on next page* ↗

media assets, a national network of partners and deep integrated marketing expertise, Active Marketing Group delivers authentic connections that drive brand value.

Check out our listings in the following sections **Agencies, Direct/Database Marketing, Field Marketing** and **Sampling Programs** and don't forget to visit our website to view our access and insight into the active consumer at [www.activemarketinggroup.com](http://www.activemarketinggroup.com).

**Our Services Include:**

- Online Advertising
- Brand Sampling
- Direct/Database Marketing
- Ambassador Teams
- Sponsorship Activation
- Market Research/Consulting

**Partial Client List:**

L'Oreal, Accelerade, Toyota, Subway, SONY, Newell Rubbermaid, Choice Hotels, Churchill Downs, Nike, ESPN, Saturn



**BFG Communications**

**Phone:** 843-837-9115 x11  
**Contact:** Kevin Meany, President  
**Email:** [kmeany@bfgcom.com](mailto:kmeany@bfgcom.com)  
**Website:** [www.bfgcom.com](http://www.bfgcom.com)

**BFG**

Headquartered in Hilton Head, SC with offices in New York City and Tampa, and a field marketing network of more than 40 offices from coast to coast.

**Who we are:**

BFG is one of the nation's leading promotion and event marketing agencies. Consistently ranked among the fastest growing creative hot shops, we love what we do and so do our clients.

**What we do:**

Our programs build strong emotional connections between consumers and brands through innovative experiences that turn consumers into advocates. Our category expertise includes: Strategic Planning, Branding & Creative Development, Integrated Promotions, Experiential Events & Branded Entertainment, Sponsorships & Events Licensing, Customized Retail Programming, Advertising & Non-traditional Media, Tours & Mobile Marketing, Guerilla Marketing & Street Teams, Partnerships, Dynamic Digital Media Solutions, Podcasts, Vodcasts & Blogs, Viral Strategies & New Media.

**Where you'll find us:**

At the center of what's next, hanging out with your consumers.

**Some names we can drop:**

Warner Brothers, Captain Morgan, Baileys, Odwalla, Dole, Mars, Wendy's, BV Wines, RJReynolds, The Coca-Cola Company, The Cartoon Network, DirecTV, LPGA, ING Financial, Smirnoff, Bordeaux Wines, Pabst Blue Ribbon, Hyatt Resorts, United Artists, Major League Baseball, Turner Network Television, Sara Lee, Combos, Fremantle Media and Miller Brewing Company.

**References:**

James Bond, George Jetson, Superman, Cal Ripken, Jr., Mix Master Mike, Will.I.Am, Fergie, Batman, Taboo, Slash, Duff McKagan, Scott Weiland, The Flaming Lips, John Legend, Harry Potter, Speed Racer.

**What we've done recently:**

Launched a digital communication platform to promote real-time conversations between brands and their fans. Raced through flagship retailers with Speed Racer. Satisfied the hunger of a hundreds of thousands of NASCAR fans by inviting them to the COMBOS NATION. Shined the spotlight on retail sales for *Batman The Dark Knight*. Added a bunch of glass statues to the bookcase and made a lot of clients very happy.

**What we don't have:**

Egos and attitudes.

**What our clients say:**

You guys are very easy to work with. This is more than we expected. We're blown away. I'm getting promoted...thanks to you!

**Why you should call:**

BFG is a group of more than 250 exceptionally talented, smart people, and we love what we do. We are appreciated for being fun, flexible and extremely easy to work with. And we take great pride in our creativity.

Smart People. Brilliant Solutions. Exceptional Execution.  
BFG COMMUNICATIONS  
[kmeany@bfgcom.com](mailto:kmeany@bfgcom.com)  
843-837-9115 x11  
[www.bfgcom.com](http://www.bfgcom.com)

Trial without any error.



**CO-OP PROMOTIONS**

2301 S Ocean Drive, Suite 2504  
Hollywood, FL 33019-2626  
**Phone:** 954-922-2323  
**Fax:** 954-922-2071  
**Contact:** Art Averbook, President  
**Email:** [art@co-oppromotions.com](mailto:art@co-oppromotions.com)  
**Website:** [www.co-oppromotions.com](http://www.co-oppromotions.com)  
**Year Founded:** 1987  
**Branch Offices:** New York, Ft. Lauderdale, FL

**Company Description:** For over 20 years, a leader in developing value-added national sales promotions, tie-ins, in-packs/on-packs and in-home, out-of-home, in-store & custom sampling.

**Specializations:** On-pack and in-pack sampling and custom targeted sampling promotions, in-store, in-home, out-of-home, & internet sampling.

**Programs/Services:** Sampling promotions on motor coaches, in retail stores, in lunch boxes and coolers, tennis ball cans and multiple other demographically targeted products. Sampling promotions targeting back-to-school, seniors, teens, college and custom segments.

**Company Statement:** We have worked with over 500 packaged goods brands to create increased sales, targeted promotions and sampling promotions with in-packs and on-packs. We have sampled over 100 products. Author, of "ALL ABOUT SAMPLING".

**Professional Affiliations:** PMA, Product Sampling Council, FDMA.



**Euro RSCG 4D Impact**

36 E Grand 2855 Pacific Dr, Suite A  
Chicago, IL 60611 Atlanta GA, 30071-9900  
**Phone:** 312-799-7000 770-263-0500 x105  
**Fax:** 312-799-7100 770-248-9014  
**Contact:** Amy A. Linde, VP Business Development  
**Email:** [amy.linde@eurorscg.com](mailto:amy.linde@eurorscg.com)  
**Website:** [www.eurorscg-impact.com](http://www.eurorscg-impact.com)

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

**MS3**

4579 US Hwy 9  
Howell, NJ 07731

**Phone:** 732-987-3444

**Contact:** Scott Linsky

**Email:** slinsky@ms3marketing.com

**Website:** www.ms3marketing.com

The Sampling Experts offering:

**Proprietary:**

David's Bridal Pack

Parent's Pack

College Freshman Pack

**Custom:**

Toys R Us

Home Shopping Network

Military

Hair Salons

Daycare

Pediatrician

Fitness Centers

K-12

College

Portrait Studios

Hand-to-Hand

Hotel

Airport Newsstand

**Partnering Solutions Inc**

5705 Park Blvd

Wildwood Crest, NJ 08260

**Phone:** 609-729-0134

**Fax:** 609-729-5217

**Contact:** Susan M. Barnhardt, President/Queen

**Email:** susan@partneringsolutionsinc.com

**Website:** www.partneringsolutionsinc.com

**Company Description:** We provide brand-building solutions for your partner needs. We like to think of ourselves as "brand matchmakers". We are a small, independent woman and minority-owned company.

**Core Competencies:** Our singular focus is building and delivering long-term sustainable partnerships that connect consumers to *your* brand. The success of your campaign is as important to us as it is to you. We take pride in our team's ability to search out and secure the BEST match to satisfy your strategic business objectives and to leverage the tangible and intangible 'capital' that each brand partner brings.

**Key Services:**

Direct marketing/Mail campaigns with sampling  
Seasonal and Holiday '360 Degree' thematic events  
"Retailtainment"- Cross merchandising POS  
Extravaganzas  
Cause Marketing Partnerships  
Customized on-pack/in-pack consumer offers  
Cooperative Mobile marketing Tours

**Recent Clients:**

- The Campbell Soup Company
- Joe Corbi's Fundraising
- KRAFT Foods
- Sutter Home Winery
- Thermos LLC
- United States Playing Card
- Johnsonville Sausage
- ThreeWinners.com
- Char-Broil

**PromoWorks**

300 North Martingale Road

Schaumburg, IL 60173

**Phone:** 888-310-3555

**Email:** info@promoworks.com

**Website:** www.PromoWorks.com

*PromoWorks is the nation's leading innovator of consumer engagement strategies that are literally transforming the way brands connect with consumers today!*

*Through our unique, strategic partnership with A.C.Nielsen®, we provide clients an in-depth view of their markets and a better understanding of their consumers through our combined insights, knowledge, intelligence and advanced technologies.*

**SEGMENT PROMOTIONS**

Reach today's most vital consumer segments through out proprietary and exclusive alliances with leading national organizations. These unique partnerships ensure success by in-person delivery of samples, coupons, and marketing materials to a select, engaged audience.

PromoWorks brings you consumer segment programs that effectively target:

- Women
- Hiving Environments (In-Home Parties)
- Moms & Kids
- Teens Ages 13 - 21
- Boomers
- New Movers
- Fitness Clubs
- Multi-Cultural

**STREET STOPS™**

**Our exclusive Direct-to-Door placement of Door**

**Hanger media including samples, coupons, and marketing materials to targeted retail trading areas and specific household block groups creates a strong call to action in support of your scheduled events.**

**EXPERIENTIAL**

Exciting, experiential events create an emotional and interactive consumer-brand relationship. Our highly-motivated and outgoing event teams are experienced professionals who know how to build relationships, engage consumers, stimulate trial and create a lot of buzz!

**IN-STORE SHOPPER MARKETING SERVICES**

Effective in-store engagement is the most immediate opportunity to lead shoppers to make a purchase through product trial. From **traditional sampling** to **retailtainment events**, PromoWorks provides an unmatched consumer-brand experience through **exceptional sales-oriented event personnel** and **award-winning point-of-purchase innovation** in all classes of trade.

*By combining an extensive portfolio of consumer engagement strategies with unequalled value-added benefits, PromoWorks is uniquely qualified to meet your toughest consumer and shopper marketing challenges.*

**Specialized Promotions Network****Corporate Office:**

1278 Glenneyre #308

Laguna Beach, CA 92651

**Phone:** 949-497-8203

**Fax:** 949-494-1866

**Contact:** Susie Sutherland, Director of Operations

**Email:** susie@spnsampling.com

**Website:** www.spnsampling.com



*listing continued on next page*

**Denver Division:**

1017 S. Gaylord Street  
Denver, CO 80209

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

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

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

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

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

**Team Enterprises**

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

**Phone:** 954-862-2400

**Fax:** 954-449-0261

**Contact:** Daniel K. Gregory, President

**Email:** info@teamenterprises.com

**Website:** www.teamenterprises.com

**Founded:** Boston, 1989

**Company Description:** TEAM creates memorable branded impressions for consumers while directly contributing to our clients' bottom line. We believe that to effectively market to today's savvy consumer, communication efforts must be part-art and part-science. Effective programming needs to tug at consumers' heartstrings or passion points, while providing our clients with a true ROI. With a footprint of over 120 cities, TEAM maintains an infrastructure that can quickly activate brands on a local or a national level -- scalable to any clients' requirements.

**Specialization:** While consumers tend to "tune out" many forms of traditional advertising, TEAM utilizes people and technology where consumers "seek out"

new experiences. TEAM makes the interaction relevant while building brand health and driving sales.

**Additional Services:** Lifestyle, niche marketing such as youth & multicultural targeted programs, automotive, beverage, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Dodge, Bacardi USA, Comcast, MillerCoors, Boar's Head, Elizabeth Arden, Red Bull

**Mission Statement:**

TEAM achieves impact, extends brand reach and drives purchase intent for our clients through award-winning, results-driven strategic activation. "We are in the business of putting our clients' products in the consumers' hands."

**SHOPPER MARKETING****HMT Associates Inc**

151 Orchardview Rd  
Cleveland, OH 44131

**Phone:** 216-369-0109

**Contact:** Pattie Conti, President/CEO

**Email:** info@hmtassociates.com

**Website:** www.hmtassociates.com

**Company Description:** We are a full service shopper marketing agency. HMT is single minded... Shopper marketing is our core expertise, not a division or add-on service. Our experience vast, over 30 years! Our capabilities are totally turn-key from strategic planning through all aspects of promotional plan and execution. At HMT, Excellence doesn't stop with the Big Idea - we offer the same level of commitment and excellence from the idea all the way through the last detail of execution.

**Integrated Marketing Services**

19100 Von Karman Ave, Suite 350  
Irvine, CA 92612

**Phone:** 908-477-4802

**Contact:** Gary Wagner, President

**Email:** gwagner@thinkintegrated.com

**Website:** www.thinkintegrated.com

**Who we are:** Integrated Marketing Services (IN) is a full-service strategic marketing and promotions agency with an impressive client roster that includes Fortune 500 companies such as Unilever and Time, Inc.

Established in June 2000, we have differentiated ourselves from other agencies with an innovative business model that seamlessly connects sales and marketing.

**What we do:** We develop fully-integrated marketing campaigns that deliver against both consumer pull and retailer activation. It starts with a strategic plan based on consumer, shopper, retailer and brand insights. This sets the stage for us to develop compelling, consumer-focused solutions and breakthrough creative that deliver measurable results. We provide a complete array of marketing services including Shopper Marketing, Consumer Promotions, Strategic Planning, Creative Development and Innovative Production.

**What sets us apart:** Our close relationships with retailers nationwide give our clients a distinct advantage. Unlike traditional promotion agencies, IN connects the retailer and brand, developing optimal solutions based on powerful insights about specific retail channels and shopping environments.

**The IN spirit:** Our company fosters a dynamic, entrepreneurial culture. Associates are encouraged to take the initiative on projects while building a positive environment of collaboration and mutual respect.

**Where we're located:** Our creative hub in Norwalk, CT and headquarters in Irvine, CA are supported by satellite agency offices in Arkansas, Colorado, Illinois, New Jersey, New York, North Carolina, Ohio, Pennsylvania and Texas.



#### MARS Advertising

25200 Telegraph Road  
Southfield, MI 48033  
**Phone:** 248-936-2267, 800-521-9317  
**Fax:** 248-936-2764

**Contact:** Ken Barnett, Chief Operating Officer  
**Email:** barnettk@marsusa.com  
**Website:** www.marsusa.com  
**Year Founded:** 1973

**Branch Offices:** Atlanta, Bentonville, Cincinnati, Chicago, Detroit, New York, Minneapolis, Oakland, Scottsdale, Tampa and Toronto.

Recognized as the #1 Shopper Marketing Agency by the HUB Magazine Survey (5/1/08) At MARS, the shopper is the hero. Through our unwavering focus on the Shopper, MARS fully understands what fuels a shopper's story and brings her closer to your brand. We fuse dreams and data, intuition and innovation, big idea thinking and sharp execution to make the shopper's experience and your retail marketing efforts both heroic and gratifying.

Dedicated to improving the Shopper's experience, MARS will continue to revolutionize the landscape of retail marketing. We invite you to share our passion in perfecting the art and science of shopping for your brand and for the shopper: the hero.

#### Clients:

Campbell Soup Company  
Clorox  
Abbott Nutrition  
GE Financial  
GlaxoSmithKline  
Foster's Group Limited  
Pepperidge Farm  
Ace Hardware  
NBA  
Hewlett-Packard  
Sam's Club



#### OgilvyAction

309 W 49th Street  
New York, NY 10019  
**Phone:** 212-297-8000  
**Fax:** 212-297-8006

**Contact:** Jack Rooney, CEO, North America  
**Email:** jack.rooney@ogilvy.com  
**Website:** www.ogilvyaction.com

350 West Mart Center Drive, Suite 1150  
Chicago, IL 60654  
**Phone:** 312-527-3900  
**Fax:** 312-527-3327

**Company Description:** OgilvyAction is the global brand activation arm for The Ogilvy Group. Focused on helping marketers win in "The Last Mile™," OgilvyAction utilizes a discipline-neutral mix of communications services that connects brands with consumers at key moments of truth.

Its global network of 59 offices in 47 countries leverages deep industry expertise and proprietary "Last Mile Analytics™" to drive both sales and brand equity for local and global clients.

OgilvyAction offers a wide spectrum of services including consumer promotion, experiential marketing, shopper & customer marketing, digital, retail design and sports & entertainment marketing. Its client portfolio features more than 300 businesses and organizations around the world. For additional information, visit www.ogilvyaction.com.

#### North American Clients:

AIG  
American Express  
BAT  
Dupont  
Earthlink  
Intercontinental Hotel Group  
Kodak  
Kraft  
Lenovo  
Motorola  
S.C. Johnson  
Western Union  
Unilever

### SPONSORSHIP ACTIVATION



#### Creating Captivation

900 Third Avenue  
New Hyde Park, NY 11040  
**Phone:** 516-437-1500 ext 106  
**Fax:** 516-437-0540  
**Contact:** Gary Marcus, SVP, Business Development  
**Email:** info@elitemg.com

New York | Atlanta | Chicago | Los Angeles

Elite Marketing Group is a full service experience marketing agency. We create 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, Captivate + Inspire**



#### OgilvyAction

309 W 49th Street  
New York, NY 10019  
**Phone:** 212-297-8000  
**Fax:** 212-297-8006

**Contact:** Jack Rooney, CEO, North America  
**Email:** jack.rooney@ogilvy.com  
**Website:** www.ogilvyaction.com

350 West Mart Center Drive, Suite 1150  
Chicago, IL 60654  
**Phone:** 312-527-3900  
**Fax:** 312-527-3327

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#### North American Clients:

AIG  
American Express  
BAT  
Dupont  
Earthlink  
Intercontinental Hotel Group  
Kodak  
Kraft  
Lenovo  
Motorola  
S.C. Johnson  
Western Union  
Unilever

# Picture Marketing™

## Picture Marketing

20 Miwok Dr  
Novato, CA 94947  
Phone: 949-235-7898  
Fax: 415-276-4553

Contact: Terry Tonini  
Email: ttonini@picturemarketing.com  
Website: www.picturemarketing.com



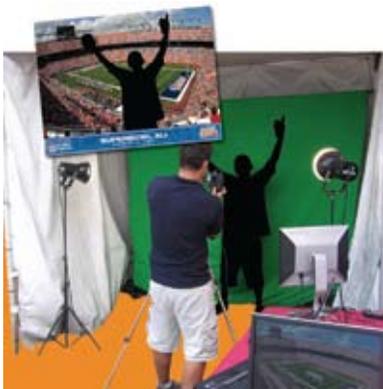
Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts



## PictureU Promotions

270 Carpenter Drive, Suite 100  
Atlanta, GA 30328  
Phone: 800 929-0223  
Contact: David Wasserman, President  
Email: 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..



## Promotion Execution Partners

250 East Fifth Street, Suite 1120  
Cincinnati, OH 45202  
Phone: 513-826-0104  
Fax: 513-826-0123  
Email: richardsond@peppromotions.com  
Offices locations: Cincinnati, Pittsburgh, Livonia (MI), and Boston

**Company Description:** Promotion Execution Partners, (PEP), is a Cincinnati based company that specializes in promotion services for its clients. Founded in 2004, PEP, through its principals, provide more than 40 years experience and a track record of meeting project management performance goals and exceeding client expectations. With a staff of more than 50 employees and five offices nationwide, PEP and its creative team, Blue Whitespace, bring not only proven, innovative approaches to marketing and promotions but as an MBE, also helps companies who have adopted supplier diversity initiatives meet their tier one spending objectives. For more information about PEP visit <http://www.peppromotions.com>.

**Capabilities:** PEP's capabilities include: coupons, direct mail, events, sweepstakes, premiums/promotional items, displays, online marketing, sponsorships and other promotional marketing components. PEP can implement any promotional program for you and no matter what the vehicle it will always be delivered on time, on budget and on spec.

## Relay Worldwide

303 East Wacker Drive, Suite 400  
Chicago, IL 60601  
Phone: 312-297-1400  
Email: Matt.Pensinger@relayworldwide.com  
Website: www.relayworldwide.com

## SERVICES

Intelligence & Strategy  
Sponsorship Evaluation, Negotiation, Management  
Experiential Program Management & Activation  
Measurement  
Creative Design & Production  
Hispanic Division

Relay creates intelligent strategies and live experiences for brands in places where people come together. Our world-class client roster includes AT&T, Coca-Cola, Sharp Electronics, Washington Mutual, McDonald's, Kashi, DEWALT and BEAM Global Spirits.



## 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, Outback, NBC, and ConAgra.

## SPORTS MARKETING



## 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 A. Linde, VP Business Development  
Email: amy.linde@eurorscg.com  
Website: www.eurorscg-impact.com

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



### Next Marketing

2002 Summit Blvd, Suite 1425

Atlanta, GA 30319

**Phone:** 770-225-2200

**Fax:** 770-225-2300

**Contact:** Henry Rischitelli, President

**Email:** henry.rischitelli@nextmarketing.com

**Website:** www.nextmarketing.com

### Company Description:

When the cheering subsides; when the fans go home; will your sports marketing programs continue to deliver results? Recognized by *Sports Business Journal* as one of the United State's top sports marketing agencies, Next Marketing develops and implements results-oriented strategies that translate success at the finish line to success at the bottom line.

### Services:

- Strategy Development
- Property Valuation and Negotiation
- Measurement and Research
- Program Management and Implementation
- Hospitality and Incentive Programs

### Current Sports Clients:

LifeLock, Plantronics, Principal Financial Group, Tabasco

## STRATEGIC MARKETING



### Ryan Partnership

50 Danbury Road

Wilton, CT 06897

**Phone:** 203-210-3195

**Fax:** 203-210-7926

**Contact:** Dan Sullivan, President Emerging Business

**Email:** dsullivan@ryanpartnership.com

**Website:** www.ryanpartnership.com

**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

**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™!



### Think 360 Inc

560 White Plains Road

Tarrytown, NY 10591

**Phone:** 914-631-8070

**Fax:** 914-631-8078

**Contact:** Karen Koslow

**Email:** karenk@think360inc.com

**Website:** www.think360inc.com

#15 Fastest Growing Agency - 2008 Promo 100 Ranking

**Company Description:** Think 360 is an integrated marketing agency, led by creative brand ideas grounded in compelling consumer insights and smart business strategies. We develop media-neutral marketing solutions and programs tailored to specific brand needs and execute across all disciplines. Our seasoned, multi-disciplinary staff brings large agency talent to an environment designed to take marketing integration to new heights.

## SWEEPSTAKES, GAMES, CONTESTS



### Centra Marketing & Communications LLC

1400 Old Country Rd, Ste 420

Westbury, NY 11590

**Phone:** 516-997-3147

**Fax:** 516-334-7798

**Contact:** Robert A. Bell, Chief Operating Officer

**Email:** rbell@centramarketing.com

**Website:** www.centramarketing.com

An integrated marketing services agency with its pulse on current trends and access to cutting-edge technology. We combine fresh thinking with proven marketing insights to deliver powerful, revenue

driven and award-winning results for our clientele. With services ranging from offline to online, concept through completion, our solutions are completely turnkey. We specialize in a number of disciplines including strategic planning, experiential marketing, a full range of interactive services, partnerships/entertainment tie-ins, and game of chance promotions including fulfillment services.

**Clients:** Abitibi Paper Retriever, CareerBuilder.com, Crocs, DaimlerChrysler Corporation, E&J Gallo Winery, Harper Collins Publishing, Imus Ranch Foods, JetBlue Airways, Lorillard Tobacco Company, Martha Stewart Living Omnimedia, Inc., Meguiar's, News America Marketing, Pacific Life Insurance Company, Pinnacle Foods, Sony Music Entertainment, Inc. and Volvo Cars of North America.

**Company Statement:** "The Vision we define is the one you want your customers to see."



### D.L. Blair, Inc

1051 Franklin Ave

Garden City, NY 11530

**Phone:** 516-746-3700

**Fax:** 516-746-3889

**Contact:** Sandy Reichard, President

**Email:** sreichard@dlblair.com

**Website:** www.dlblair.com

Celebrating 50 years specializing in sweepstakes/contest/games administration. Comprehensive services including, website creative, secure hosting, fulfillment, promotional planning and call center services (live & IVR). Working with the most experienced agency might cost less than you think!



### Don Jagoda Associates

100 Marcus Drive

Melville, NY 11747

**Phone:** 631-454-1800

**Fax:** 631-454-1834

**Contact:** Bruce Hollander, EVP

**Website:** www.dja.com

**Year Founded:** 1962

**Branch Offices:** Pasadena, CA

Founded 45 years ago, DJA's under-one-roof facility allows for the flawless planning and execution of each promotion. Rely on DJA to deliver your on/offline or integrated promotions.



**HCC Specialty Underwriters Inc**

401 Edgewater Place, Suite 400  
Wakefield, MA 01880

**Phone:** 800-927-6306

**Fax:** 781-994-6001

**Contact:** Mark L. Barry, Senior Vice President  
Global Marketing

**Email:** mbarry@hccsu.com

**Website:** www.hccsu.com

**Company Description:** We provide a variety of innovative specialty insurance products to take the risk out of a great promotional idea.

**Company Statement:** Tap into the secret behind promotion success stories that are legendary and let us be your back room! Get the promotion experience and products that will add maximum impact to your programs with minimal impact on your budget.

**Winsurance™** - A real insurance policy that lets you offer an enormous prize for a cost that's only a fraction of the prize amount.

**Instabond™** - Use our online system to quickly and simply obtain and file Game of Chance Surety Bonds. Eliminate the hassle and get the lowest rates available.

**Errors & Omissions Policies** - Insurance to protect your company or agency from a big liability when a good idea takes a bad turn.

**Redemption Insurance** - Coverage for big losses when your idea catches the imagination of more people than you ever imagined.

**Promotion Risk Management Consulting** - Support that lets you/or your clients reduce risks while reaping the rewards of a great promotional idea.



**Little & King Co LLC**

31 Merrick Avenue Suite 210  
Merrick, NY 11566

**Phone:** 516-729-5672

**Fax:** 516-214-8089

**Contact:** Karen McCarthy, President

**Email:** kmccarthy@littleandking.com

**Website:** www.littleandking.com

**Specialization:** Sweepstakes, contests, games, mobile/wireless marketing, text messaging, online, website development, and interactive promotions for Fortune 500 companies and innumerable smaller clients across every industry.



**MARDEN-KANE INC**

**Marden-Kane Inc**

36 Maple Place  
Manhasset, NY 11030-1962

**Phone:** 516-365-3999

**Fax:** 516-365-5250

**Contact:** Paul Slovak, COO (516) 301-2201

**Email:** pauls@mardenkane.com

**Website:** www.mardenkane.com

**Year Founded:** 1957

**Branch Offices:** Chicago, IL

**Description:** Marden-Kane is the history of promotion innovation. Laying the foundational bricks in 1957, Marden-Kane has spent the last 50 years revolutionizing the industry, consistently ranked among the top 100 U.S. promotion agencies. Marden-Kane creates and implements radical, original, and beneficial concepts that create behavior change.

**Areas of Expertise:**

Sweepstakes, Instant Win Games, Contests, Incentive/Loyalty Programs, Rebates, Premium Offers, Tie-In/In-Store Promotions

**Services:**

Promotional Strategy, Integrated Campaign Development & Execution, Legal Consultation, Promotion Administration, Procurement/Fulfillment, Creative Design, Web Development & Hosting, Database Applications, Measurement & Analysis



**Marketing Resources Inc**

945 Oaklawn Ave  
Elmhurst, IL 60126

**Phone:** 630-530-0100

**Fax:** 630-530-0134

**Contact:** Mike Kida

**Email:** mkida@marketingresources.com

**Website:** http://www.marketingresources.com

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



**Marketing Visions Inc**

520 White Plains Road, Suite 500  
Tarrytown, NY 10591

**Phone:** 914-631-3900

**Fax:** 914-693-8338

**Contact:** Jay Sloopman, President

**Email:** jsloopman@marketingvisions.com

**Website:** www.marketingvisions.com

**Year Founded:** 1986

**Company Description:** We are experts in developing clever strategic sweepstakes, games, and contests for your business that produce results. We pride ourselves on delivering excellent execution and a high level of personal service.

**Services:** Full-service agency.



**Odds On Promotions**

6195 Ridgeview Court, Suite D  
Reno, NV 89519

**Phone:** 888-827-2249

**Fax:** 775-828-6013

**Email:** oopinfo@oddsongpromotions.com

**Website:** www.oddsongpromotions.com

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

SUPPLIERS AND SERVICE COMPANIES



#### Promotion Activators Inc

1851 Elmdale Avenue  
Glenview, IL 60025  
**Phone:** 847-724-6700

**Fax:** 847-724-6760

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

**Email:** maxjr@promotion-activators.com

**Website:** www.promotionactivators.com

Mail received at Prospect Heights, IL

**Company Description:** Founded in 1978, Promotion Activators handles promotions professionally but with a personal touch. PA's all-USA-based staff is accessible and responsive, ever mindful that the consumer holds the client responsible for our performance.

**Sweepstakes/Games:** PA makes sweepstakes and games hassle-free...guiding promotions through rules development, legal review and bonding/registration. Also, we handle game piece randomization, production and seeding...all with a focus on security.

**Fulfillment:** We offer precise, cost-effective handling of: Rebates/Refunds, Self-Liquidating Premiums, Store Coupons and more!



#### The Promotional Edge

9937 Jefferson Blvd, Suite #210  
Culver City, CA 90232

**Phone:** 310-837-1201

**Fax:** 310-841-5015

**Contact:** Vivienne Stern, President

**Website:** www.tpeinc.com

**Branch Office:** Washington D.C.

#### Company Description:

The Promotional Edge is committed to creating spectacular, unexpected and totally unique promotions that command attention and generate excitement for your brand in a way that differentiates it from all the others. By focusing on every last detail, we ensure the execution lives up to the strategy. In the end, we deliver far more than gross impressions, we deliver life lasting impressions.

#### Services:

- Marketing & Promotional Strategy Development
- Full Service Promotions
- Event Management
- Travel Promotions/Travel Incentives
- In-Market Programs
- Sweepstakes Management

**Company Statement:** Innovative in Concept. Excellence in Execution.



#### Promotion Fulfillment Center

311 21st Street  
Camanche, IA 52730

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

**Fax:** 563-259-0110

**Contact:** Joan Current, VP Sales

**Email:** info@pfcfulfills.com

**Website:** www.pfcfulfills.com

**Services:** Expert administration of sweepstakes, games, and contests, by mail or online, with fair and flexible options. Full service administration including all aspects of rules development, legal review, site design and hosting, random drawings, affidavits and 1099's, and prize fulfillment. Quick turnaround of rules! Call for a demo of eBox™.



#### Promotion Management Corp

544 Riverside Ave  
Westport, CT 06880

**Phone:** 203-227-8478

**Fax:** 203-222-7690

**Contact:** Sam Stryker

**Email:** sstryker@pmcss.com

**Website:** www.pmcsc.com

**Branch office:** Charlottesville, VA

Sweepstakes, Games and Contests. Development, Administration, Judging and Management for the past 33 years.

Rules, Bonds, Registration and Fulfillment.



#### Promotions.com

29 W 38th Street, 17th Floor  
New York, NY 10018

**Phone:** 212-764-7674

**Email:** sales@promotions.com

**Website:** www.promotions.com

#### Company description:

Promotions.com is an interactive services provider for marketers, agencies, and media companies. Our offers include a full array of activation technologies such as online promotions, interactive online activities, and publishing tools to help our clients monetize their interactive efforts. To learn more about how **We Activate** and **You Monetize** visit us at [www.promotions.com](http://www.promotions.com).

# Resolve

#### Resolve Corporation

20770 Westwood Drive  
Strongsville, OH 44149

**Phone:** 800-741-9972

**Contact:** Todd Kosich, SVP, Sales & Marketing

**Email:** Todd.Kosich@resolve.com

**Website:** www.resolve.com

#### Resolve Corporation - Canada

85 The East Mall  
Toronto, Ont., M8Z 5W4

**Company Description:** Resolve is a full service provider of sweepstakes, games and contest administration services.

#### Specializations:

- Project consultation
- Rule writing; legal copy review
- Bonding and registration
- Seeding game piece winners
- Database/list development
- Game piece printing
- Security and validation
- Online/offline entry processing
- Mobile and Text 2 Win solutions
- Judging and administration
- Winner notification and eligibility
- Prize procurement and fulfillment
- On-line Web page hosting



#### Sweepstakes Today LLC

8106 East 31st Court  
Tulsa, OK 74145

**Phone:** 918-610-0999

**Contact:** Craig McDaniel, Pres.

**Email:** mrsweepy@sweepstaketoday.com

**Website:** www.sweepstaketoday.com

**Company Description:** Sweepstakes Today is a publisher and advertiser for well-known name brand companies' sweepstakes and contests. The sweepstakes are published to members of the website who can join for free.

# TracyLocke

## TracyLocke

1999 Bryan St, Suite 2800  
Dallas, TX 75201

**Phone:** 214-259-3500

**Contact:** Brian Powell, Managing Director

**Website:** www.tracylocke.com

**Year Founded:** 1913

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

### Company Description:

TracyLocke isn't a promotion agency, a digital agency or a traditional ad agency; we're an idea agency. One that creates ideas that move. Ideas that move people to brands™. With a complete understanding of the dynamic journey - whether in home, away from home, or at retail.

By doing this, we build brands and drive volume. Two things we don't believe are mutually exclusive. And we've been doing it for over 95 years.

### Areas of expertise include:

Advertising  
Media Planning & Buying  
Direct Response  
Graphic Design  
Interactive  
Strategic Planning  
Promotions  
Retail Activation  
Field Marketing  
Shopper Marketing

### Clients:

7-Eleven  
Brown-Forman  
Clorox  
Del Monte  
Harrah's Entertainment  
Hershey's  
Kimberly-Clark  
MasterCard  
Nokia  
Omni Hotels  
PepsiCo  
Tabasco  
Texas Lottery  
YUM!



**US Sweepstakes & Fulfillment Co**  
625 Panorama Trail, Bldg 2 Suite 100  
Rochester, NY 14625  
**Phone:** 1-800-620-6044  
**Contact:** Doug Laughton, President  
**Email:** Doug@ussweeps.com  
**Website:** www.USSweeps.com

**Company Description:** Full-service interactive promotion company and sweepstakes provider of online & offline sweepstakes, contests & games. 20+-years experience with in-depth knowledge of sweeps and contest law, rules, regulations and legal compliance from start to finish. Specialize in traffic-building and relationship marketing programs.

**Fully Insured:** \$5 Million Errors & Omissions and \$5 Million General Liability

**Affiliations:** PMA



**Ventura Associates**  
1040 Avenue of the Americas  
New York, NY 10018  
**Phone:** 212-302-8277, 310-909-0101  
**Fax:** 212-302-2587  
**Contact:** Marla Altberg, President (ext. 3003)  
**Email:** info@sweepspros.com  
**Website:** www.sweepspros.com  
**Year Founded:** 1971

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

**Services:** Creation and administration of online and traditional sweepstakes, games and contests (custom and co-op). Also provides creative and production, fulfillment, database management, tie-in, interactive, multicultural, Web site and direct marketing services.

**Clients:** Alpha Media Group, Nickelodeon, Saks Fifth Avenue, Time Warner, Victoria's Secret

**Professional Affiliations:** DMA, PMA, ASI

## TATOOS/TEMPORARY



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

**Company Description: TEMPORARY TATTOOS -** Award Winning family ownership, with reliable and experienced manufacturing. **GUARANTEED LOW PRICES, INDUSTRY'S PREMIUM QUALITY, FAST DELIVERY AND SAFE.** Premiums, In-Packs and Give-a-ways.

## TEXT MESSAGING



**SmartReply**  
6410 Oak Canyon Road, Suite 100  
Irvine, CA 92618  
**Phone:** 800-647-3689  
**Fax:** 949-340-0777  
**Contact:** Mike Romano  
**Email:** mromano@smartreply.com

- Proven Mobile Marketing Solutions
- Breakthrough Voice Marketing Campaigns
- Used by over Half of Top 100 Retailers

Reach your top consumers within hours with SmartReply's powerful Mobile and Voice Marketing Solutions.

Over 120 retail and packaged goods clients have achieved breakthrough results with our combination of winning strategies and proven technologies.

Execution is simple and lead times are short. To learn more - access our White Papers and Case Studies @ [www.smartreply.com](http://www.smartreply.com)

# Walter Karl®

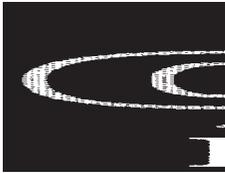
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## Walter Karl Inc

2 Blue Hill Plaza, 3rd Floor  
 Pearl River, NY 10965  
**Phone:** 845-620-0700, 888-WK-LISTS  
**Fax:** 845-620-1885  
**Contact:** Rob Fitzgerald, President  
**Email:** rob.fitzgerald@walterkarl.infousa.com  
**Website:** www.walterkarl.com

**Company Description:** Walter Karl is the industry's leading full-service direct and interactive marketing firm. We are the "marketing partner" to over 500 management and brokerage clients in B2B, catalog, publishing, interactive and consumer services. Our marketing power resides on our talented and experienced professionals and our commitment to our clients' needs.

## TIE-IN SERVICES



## CO-OP PROMOTIONS

2301 S Ocean Drive, Suite 2504  
 Hollywood, FL 33019-2626  
**Phone:** 954-922-2323  
**Fax:** 954-922-2071  
**Contact:** Art Averbook, President  
**Email:** art@co-oppromotions.com  
**Website:** www.co-oppromotions.com  
**Year Founded:** 1987  
**Branch Offices:** New York, Ft. Lauderdale

**Company Description:** For over 20 years, a leader in developing value-added national sales promotions, tie-ins, in-packs/on-packs and customized sampling. We have developed tie-ins for over 300 national consumer package goods companies.

**Specializations:** Solo and co-op multi-partner targeted tie-ins.

**Programs/Services:** Sampling/coupon promotions targeting seniors on motorcoaches, in baby products, at college bookstores and targeting kids at school. Solo & multi-partner tie-in promotions targeting back-to-school, seniors, teens, college, new moms and custom segments.

**Company Statement:** We have developed tie-ins for over 500 packaged goods brands from 1-30 partners.

**Professional Affiliations:** PMA, Product Sampling Council, FDMA.



## Marketing Visions Inc

520 White Plains Road, Suite 500  
 Tarrytown, NY 10591  
**Phone:** 914-631-3900  
**Fax:** 914-693-8338  
**Contact:** Jay Sloofman, President  
**Email:** jsloofman@marketingvisions.com  
**Website:** www.marketingvisions.com  
**Year Founded:** 1986

**Company Description:** We are experts in developing unique power partnerships for your business that produce results. We'll deliver the partners - guaranteed!

**Services:** Full-service agency. We pride ourselves on delivering clever strategic solutions, excellent execution, and a high level of personal service.



## Partnering Solutions Inc

5705 Park Blvd  
 Wildwood Crest, NJ 08260  
**Phone:** 609-729-0134  
**Fax:** 609-729-5217  
**Contact:** Susan M. Barnhardt, President/Queen  
**Email:** susan@partneringsolutionsinc.com  
**Website:** www.partneringsolutionsinc.com

**Company Description:** We provide brand-building solutions for your partner needs. We like to think of ourselves as "brand matchmakers". We are a small, independent woman and minority-owned company.

**Core Competencies:** Our singular focus is building and delivering long-term sustainable partnerships that connect consumers to *your* brand. The success of your campaign is as important to us as it is to you. We take pride in our team's ability to search out and secure the BEST match to satisfy your strategic business objectives and to leverage the tangible and intangible 'capital' that each brand partner brings.

## Key Services:

Direct marketing/Mail campaigns with sampling  
 Seasonal and Holiday '360 Degree' thematic events  
 "Retailtainment" - Cross merchandising POS  
 Extravaganzas  
 Cause Marketing Partnerships  
 Customized on-pack/in-pack consumer offers  
 Cooperative Mobile marketing Tours

## Recent Clients:

- The Campbell Soup Company

- Joe Corbi's Fundraising
- KRAFT Foods
- Sutter Home Winery
- Thermos LLC
- United States Playing Card
- Johnsonville Sausage
- ThreeWinners.com
- Char-Broil

## TRADE SHOW MARKETING/ DISPLAY

### Expand International of America Inc

400 Long Beach Blvd  
 Stratford, CT 06615  
**Phone:** 203-870-2030, 800-758-3020  
**Fax:** 203-870-2034  
**Contact:** Customer Service  
**Email:** us@expandmedia.com  
**Website:** www.expandmedia.com/us

## TRAVEL PROMOTIONS



### Hyatt Hotels & Resorts(r)

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

### Hyatt Incentive Rewards

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

### Programs/Services:

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

**Expiration Date:** 15 months from date of issuance on certificates

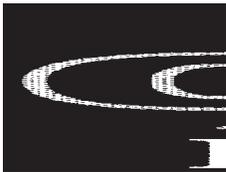


**The T.E.A.M. Group**

New Jersey Los Angeles St. Louis  
**Contact:** Diane Schoen  
**Phone:** 636-532-1192  
**Email:** diane@theteamgroup.com  
**Website:** www.theteamgroup.com

Meet the team that's changing the world of travel promotions, events, meetings, sweepstakes and incentives. With TEAM there's no fat, no fuss. Our focus is on *you*, getting to know your business, your goals and *your* team, so we can create customized, cost-effective programs that work. As a certified woman-owned business we can also help you achieve your supplier diversity goals. Call us today to experience the TEAM advantage first hand.

**VALUE-ADDED PROMOTIONS**



**CO-OP PROMOTIONS**

2301 S Ocean Drive, Suite 2504  
Hollywood, FL 33019-2626  
**Phone:** 954-922-2323  
**Fax:** 954-922-2071  
**Contact:** Art Averbook, President  
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**Website:** www.co-oppromotions.com  
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Wildwood Crest, NJ 08260  
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- Johnsonville Sausage
- ThreeWinners.com
- Char-Broil