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LETTER FROM THE PUBLISHER

Your Connection to Incentive & Reward Success

With billions of dollars invested in improving business performance, the incentive industry is vast. And it's still growing, as more companies and organizations investigate the best ways to motivate and reward employees, partners, sales representatives and customers.

When you're looking to use merchandise for business purposes, from launching a sales or safety incentive to creating an employee performance or customer loyalty program, you need to build a team that can take you successfully from start to finish. With the savvy experts listed here in our annual IMRA Directory, you'll be sure to find just the fit you're looking for.

The Incentive Manufacturers and Representatives Alliance (IMRA) is a group of professional representatives and manufacturers that cater specifically to the corporate channel. IMRA members have the experience and know-how you need to boost your business's performance and deliver successful incentive programs.

IMRA reps have the latest information direct from the most desired brands. They are part of the sales team for the factories they represent and are included in sales meetings that discuss the features and benefits of the most innovative products, competitive brand information, development of new products, discontinuation of products and much more.

When you want innovative approaches and ideas for a specific project or program, you can rely on IMRA reps for the experience and know-how to build a strategy that will lead to success. If you're looking for a reward other than merchandise, IMRA reps are your connection to the industry, with a wide variety of contacts and resources to help you meet the needs of your program. Looking for ways to boost management buy-in for your program? Talk to IMRA reps to find out the latest research and

resources to boost your position.

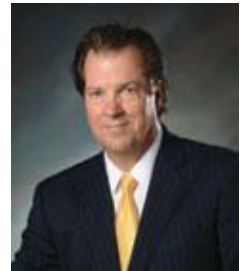
Whether you're putting together a business gift program or a consumer sweepstakes, an incentive travel gift or a wellness program, a years-of-service recognition or a sales incentive, IMRA members can help ensure your program will deliver results.

Their expertise is just a click or a phone call away. These pages will help you find the right expert to team up with. Be sure to visit www.imraonline.org for more details on this essential alliance of professionals.

Have a great 2017!



Paul Hennessy, Publisher
Premium Incentive Products
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Chris Ianello

President

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20/20 Special Markets manages the expectations of our manufacturer's partners through a network of independent premium incentive representative organizations, as well as direct end user accounts. We work on behalf of our manufacturers partners developing strategic sales and marketing strategies that get their products placed and sold in the venues that are traditionally supported through the channels of premium incentive. It is our unique combination of sales and communications experience that provides us the insight to drive new sales and incremental volume.

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Channel Manager- Special Markets
sweidman@canyonoutback.com

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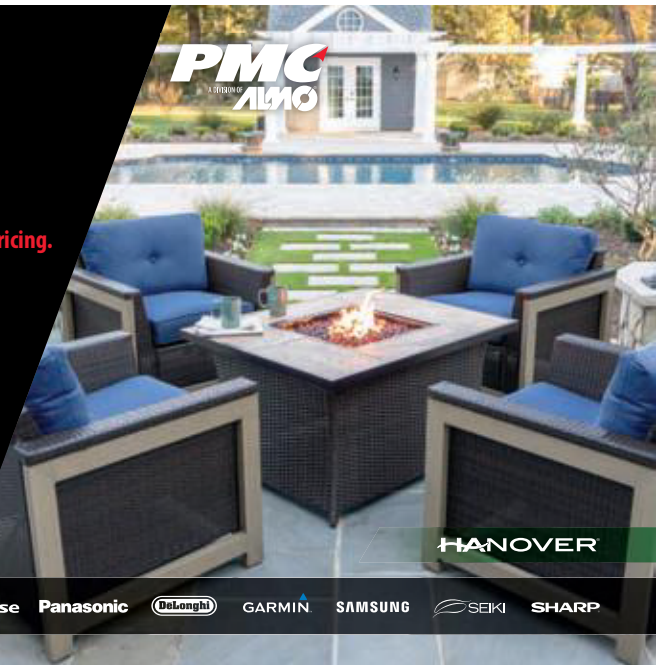
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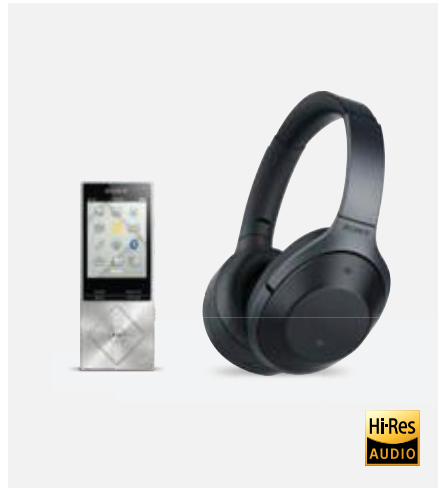
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Co-Owner

sue@kleerwest.com; curtis@kleerwest.com

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Brad Unruh

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Theresa Clemmer

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Micah Vander Tuig

Special Markets Manager

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Jeffrey Brenner

VP Sales & Customer Development

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Power Sales is a Master Distributor to the Premium and Incentive Industry.

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<http://www.corporatesportincentives.com>

Marc Matthews

President

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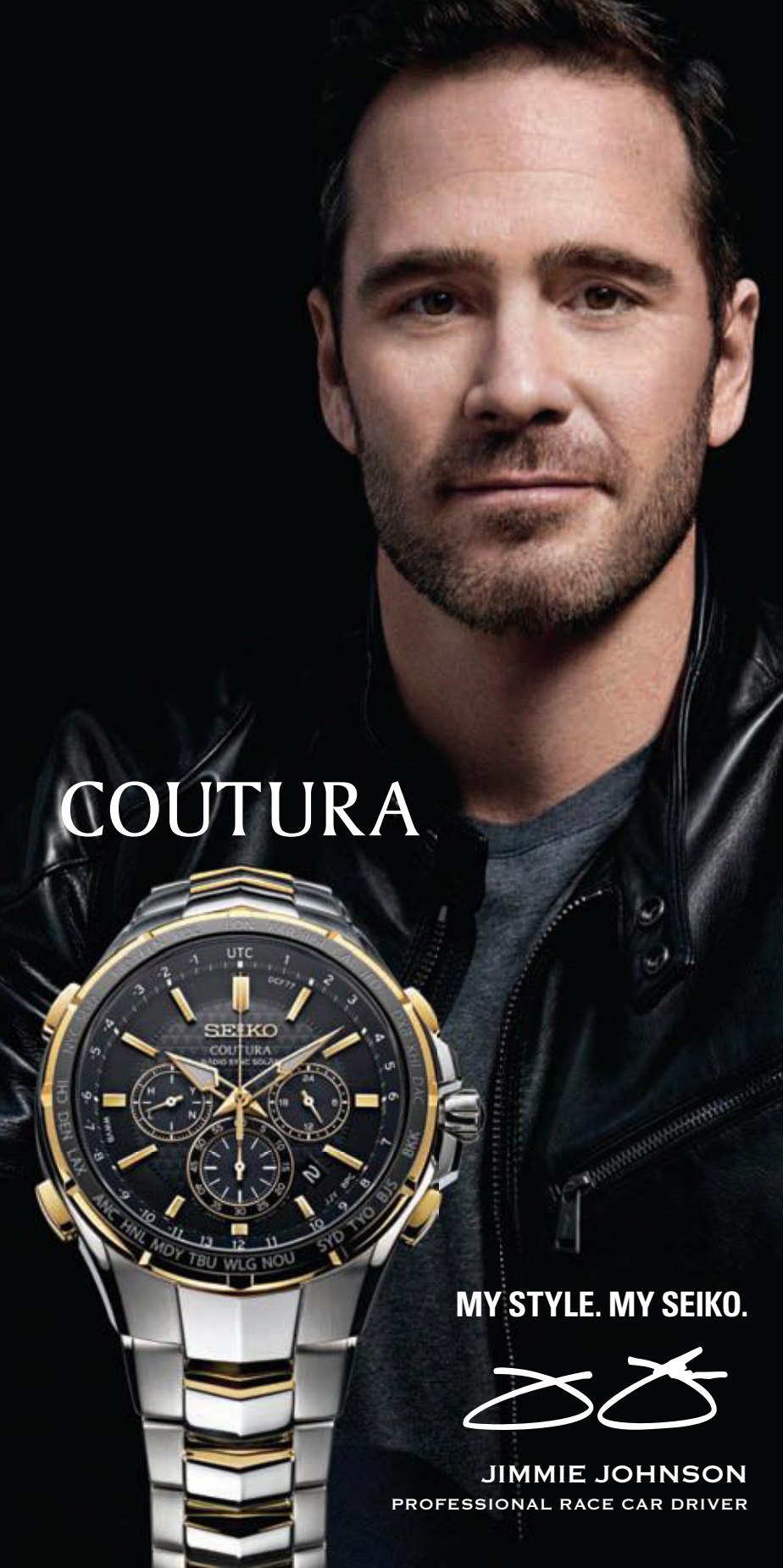
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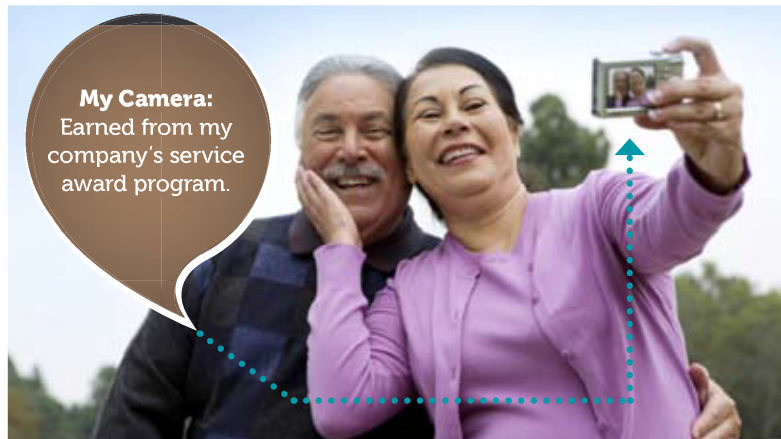
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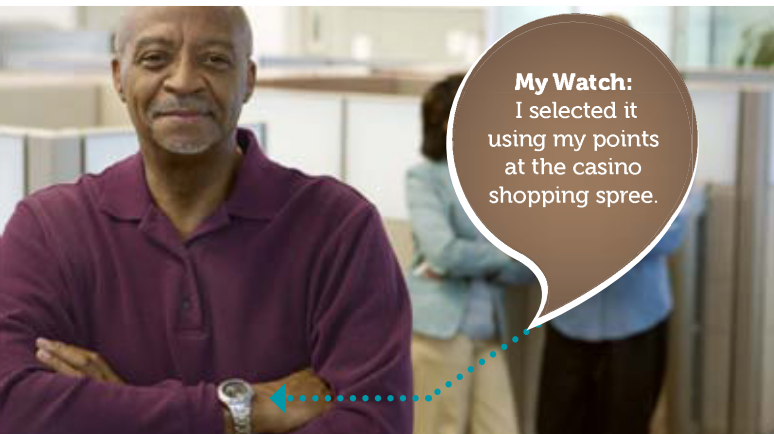
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