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LETTER FROM THE PUBLISHER

The Best Resource to Get the Job Done Right

The incentive industry is vast and growing, with billions of dollars invested in improving business performance by motivating and rewarding employees, partners, sales representatives and customers.

Whether you want to run a structured program, such as a sales or safety incentive, employee wellness or engagement program, a customer loyalty program, or you're looking to use merchandise for any other type of business purpose, you need the savviest experts in your corner. The companies listed here in our annual IMRA directory are the perfect place to find what you need.

The Incentive Manufacturers and Representatives Alliance (IMRA) is a group of professional representatives and manufacturers that cater specifically to the corporate channel. Members of IMRA, or the Incentive Manufacturers and Representatives Alliance, have the experience and know-how you need to boost your business's performance and deliver successful incentive programs. If you want to achieve your program goals, call these professionals first. You won't regret it!

IMRA reps have the latest information direct from the brands that are most inspiring. 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.

If you're looking for ideas for a specific project or program, IMRA reps have the experience and know-how to suggest concepts and tactics that have worked for others.

Looking for something other than merchandise? IMRA reps are tied into the industry, with a vast array of contacts and resources to help you fit your rewards to your program.

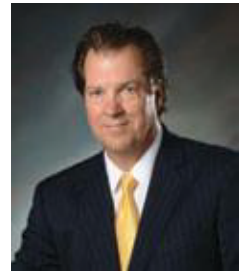
Need to create buy-in for your program with management? IMRA reps have access to research and resources to support your position.

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 2016!



Paul Hennessy, Publisher
Premium Incentive Products
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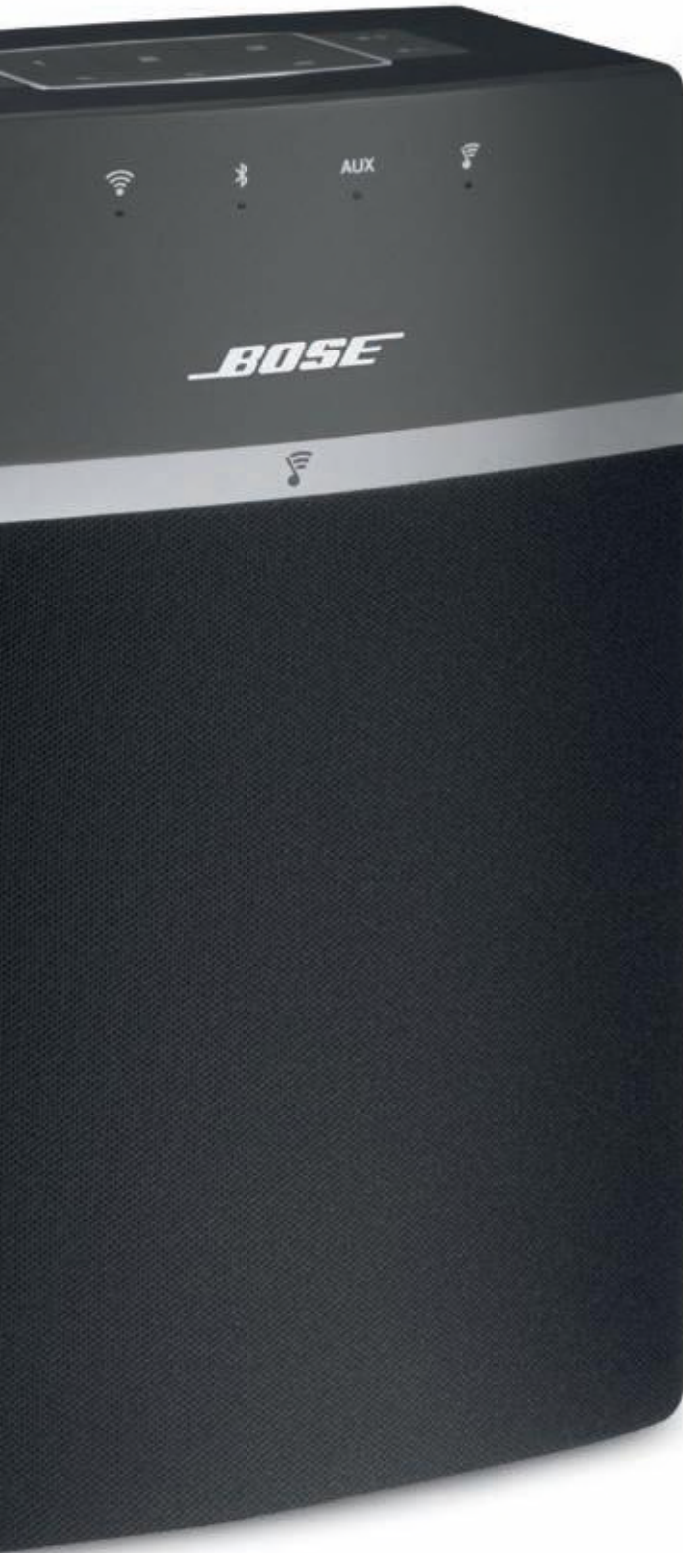
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20/20 Special Markets manages the expectations of our manufacturer's partners through a network of independent premium incentive representative organizations, as well as direct end user accounts. We work on behalf of our manufacturers partners developing 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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Executive Director

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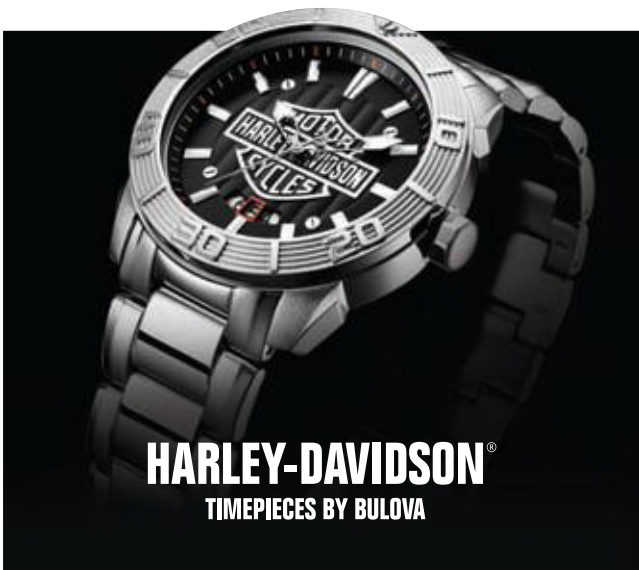


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Channel Manager- Special Markets
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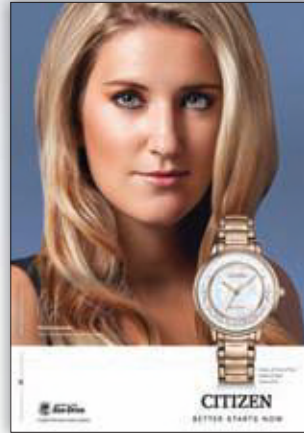
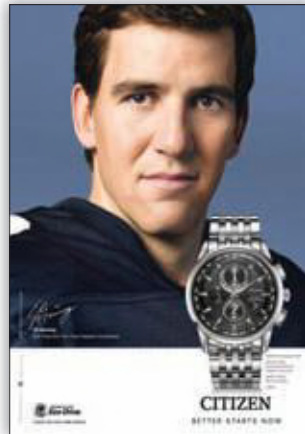
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Terry Quaranta

Director of National Sales
tquaranta@lapineinc.com
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Senior Vice President
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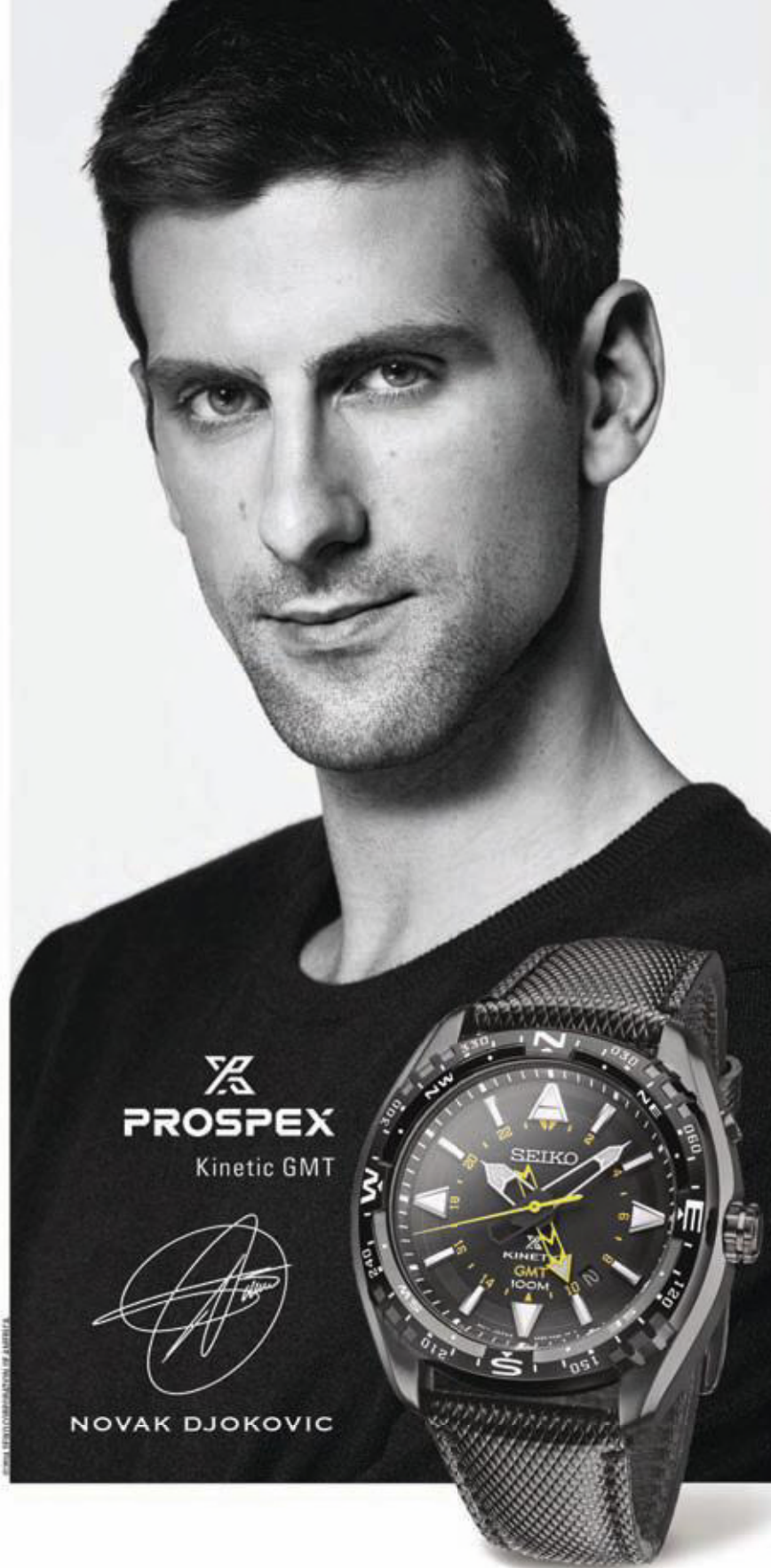
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