

The Incentive Research Foundation Announces Full Slate of Programming at The Motivation Show

Chicago and St. Louis (May 15, 2010) – The Motivation Show and the Incentive Research Foundation have announced they will partner to provide a forum for the IRF to share relevant, actionable research with the show's attendees that addresses the increased corporate scrutiny of incentive ROI. The Motivation Show meets Tuesday, October 12 through Thursday, October 14, in Chicago's McCormick West.

"As the global resource for independent, cutting-edge information and analysis of incentive marketing practices and applications, the IRF looks forward to presenting the results of our latest research at The Motivation Show," said Melissa Van Dyke, President of the Incentive Research Foundation. "Now, more than ever, businesses are looking for independent credible information on the premise and the power of incentive programs that will help them develop more effective motivational and performance improvement strategies."

The IRF will be a sponsor and presenter at the 2010 Motivation Show 4th Annual Conference: *Connecting Employee Engagement and Financial Results* and also present a General Session on Thursday morning, October 14, entitled "*Incentives, Recognition, and the New Normal - A look into 2012 and beyond*" that will be open to all Show attendees.

In addition, the IRF will produce a four-part workshop on "Education Day", Tuesday, October 12, the day before the exhibit hall opens. Attendees will walk away with new tools and insights. Topics will include:

- The Anatomy of an Incentive Travel Program: A Case Study
- Incentives Under Attack! *What every incentive manager needs to know*
- Are you Trendy? *An in-depth look at the current trends in the industry*
- Mastering Measurements: *The lost art of developing performance measures for incentive programs*

"Having the IRF present its research findings will be a tremendous benefit to our audience of incentive users, resellers and suppliers," said Pete Erickson, Managing Director of The Motivation Show. "Their recent research showing that employee recognition programs, when used as part of a 'Total Rewards' package, can dramatically improve employee engagement and job performance, as well as positively impact business results, is exactly the message we want to share with our audience. We are honored that they have selected The Motivation Show to bring this research directly to the marketplace."

For more information on the IRF programming at The Motivation Show, visit the Show web site at www.motivationshow.com.

About the Incentive Research Foundation

The Incentive Research Foundation funds and promotes research to advance the science, enhance the awareness and appropriate application of motivation and incentives in business and industry globally. The goal is to increase the understanding, effective use and resultant benefits of incentives to businesses that currently use incentives and others interested in improved performance. For more information, visit the IRF website at www.theirf.org or call 314-473-5601.

About The Motivation Show

The 2010 Motivation Show is the world's largest collection of ideas and solutions to engage, motivate, inspire, reward, connect and thank employees, customers and members. The show features more than 50 professional seminars and more than 1,000 suppliers of merchandise and travel services. For complete information about attending the 4th Annual Conference Program: *Connecting Employee Engagement and Financial Results*, visiting the exhibit hall, or becoming an exhibitor, please visit The Motivation Show website at www.motivationshow.com or call 866-730-6684.