

The Incentive Marketing Association announces a strategic alliance to educate distributors at The Motivation Show

Chicago (June 10, 2010) – The Incentive Marketing Association (IMA) has announced that its newly formed SIG, the Promotional Product Providers Council (PPPC), will co-host a VIP group of distributors, produce three education sessions, and schedule one-on-one business appointments between distributors and IMA member exhibitors, at this year's Motivation Show. The Motivation Show meets Tuesday, October 12 through Thursday, October 14, in Chicago's McCormick West.

“As the leading industry resource on the use of incentive programs, IMA is responding to the increase in crossover business between the incentive and promotional products sectors by creating this Strategic Interest Group,” said Karen Renk, Executive Director of IMA. “IMA recognizes that the number of distributors looking to add incentive merchandise to their catalogs is growing significantly and we want to help them be successful in making the business case for implementing incentive programs with their clients and prospects.”

IMA's Promotional Product Providers Council will be a co-sponsor and presenter of three 75-minute sessions on Wednesday and Thursday morning of Show week. These sessions will range from beginner to advance level and will target distributors ready to make the commitment to expand their sales into the incentive and recognition marketplace.

Topics will include:

- ***How to Make Maximum Use of The Motivation Show*** – *beginner level* – open to all distributor attendees
- ***Synergy In Action*** – *intermediate level* – open to all distributor attendees
- ***Principles of Results-Based Incentive Program Design for Promotional Consultants*** – *intermediate/advance level* – registration fee required

“Having the IMA present this program of education and networking will be a great opportunity for our traditional distributor audience,” said Pete Erickson, Managing Director of The Motivation Show. “The new PPPC will provide a tremendous resource for the growing number of distributors who want to sell more product, but lack the necessary tools to develop an effective incentive program strategy for their existing clients.” He continued, “In just two days at The Motivation Show, traditional promotional products distributors will learn how to differentiate their current service offering to include basic incentive program applications.”

In addition to providing education, the PPPC will be inviting a select group of promotional products consultants currently involved in the incentive marketplace to attend as “hosted buyers” and meet with IMA member exhibitors during exhibit hours. These VIP distributors will be provided with complimentary housing,

transfers, hospitality, and a series of pre-scheduled 15-minute appointments on the exhibit floor. Promotional products consultants and distributors who wish to apply for this Hosted Buyer Program must complete the online application by August 15. [Click here](#).

For more information on the IMA PPPC education sessions and the Hosted Buyer Program at The Motivation Show, visit the Show web site at www.motivationshow.com.

About the Incentive Marketing Association

The Incentive Marketing Association (IMA) is the leading industry resource for marketing intelligence on the use of incentive programs, supplier education, research, best practice case studies, and public relation efforts to support the incentive industry. IMA is the only organization in the field representing every segment of the marketplace including: Advertising/Sales Promotion Agencies; Consultants, Distributors; Gift Card/Certificate Suppliers; Fulfillment Companies; Incentive Houses; Manufacturers; National Marketing Companies; Performance Improvement Companies; Representatives; Recognition Companies, Travel Specialists and the industry's major trade publications and trade show managers. For more information, please visit www.incentivemarketing.org or call 630-369-7780.

About the Promotional Products Provider Council

The Promotional Products Provider Council (PPPC) is a strategic industry group within the Incentive Marketing Association created to act as a resource for providing information, education, standards and support for Promotional Products professionals who are pursuing an ongoing presence in the Incentive marketplace.

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.