

# Supplier and Service Company Listings

## DIRECT MARKETING & DATA SERVICES

### Direct Mail Services



#### AERO FULFILLMENT SERVICES

5900 Aero Drive  
Mason, OH 45040  
**Phone:** (513) 459-3900 or (800) 225-7145  
**Contact:** Chris Probst  
**E-Mail:** 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 400,000 sq. ft. warehouse & production space featuring more than 1 million sq. ft. storage capacity - Aero can handle any size project.

**Services:** Product, premium and collateral distribution, e-commerce business solutions, assembly/packaging/kitting, database management, mail processing, call center services, variable digital printing and freight management.

**Clients:** Fortune 1000 companies in Consumer Products, Pharmaceuticals, Financial Services, Publishing, Retail and others.

**Company Statement:** Aero is setting a whole new standard in fulfillment that delivers significant bottom line benefits to our clients. We call it **MAXIMIZING THE MARKETING SUPPLY CHAIN™**. 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. We don't just say we deliver – we prove it to our clients day in and day out with scorecards, metrics and reports. Our commitment to delivering value to all our clients has been the mainstay of our business since we were founded in 1986.



#### ELITE SAMPLING & PROMOTION

170 Kinnelon Road  
Suite 35  
Kinnelon, NJ 07405  
**Phone:** 973-492-3451  
**Fax:** 973-492-3454  
**Contact:** Andy Kovachik, EVP  
**E-Mail:** andyk@elitesampling.com



## Quebecor World

#### Quebecor World

150 E. 42nd Street 11th Floor  
New York, NY 10017  
**Phone:** (212) 583-6583  
**Fax:** (212) 583-6663  
**Contact:** Lisa Emory  
**E-Mail:** lisa.emory@quebecorworld.com  
**Website:** www.quebecorworld.com

Quebecor World Direct delivers game integrity, innovation and capacity that is unmatched in the industry. Our ISO certified, high security printing facilities assure quality and proper implementation. We fully understand the need for security in all aspects of your promotion, whether it's a coupon, consumer game or premium. For more information, visit [www.quebecorworld.com](http://www.quebecorworld.com) or e-mail [lisa.emory@quebecorworld.com](mailto:lisa.emory@quebecorworld.com).



## VISANT

#### VISANT CORPORATION

2000 Spring Rd., Suite 400  
Oak Brook, IL 60523  
**Phone:** (708) 356-2201  
**Fax:** (708) 681-1885  
**Contact:** Bill Mulligan  
**E-Mail:** wnulligan@lehighdirect.com

**Company profile:** Visant, web printers specializing in scented direct mail pieces, and inventors of ProCards and AdV-Cards (for electronic transactions and data gathering), also offers multi-channel marketing solutions.



#### WALTER KARL, INC.

2 Blue Hill Plaza  
Pearl River, NY 10965  
**Toll-Free:** (888) WK-LISTS  
**Phone:** (845) 620-0700  
**Fax:** (845) 620-1885  
**Contact:** Joann Kropp, President  
**Phone:** (845) 732-7042  
**Email:** joann.kropp@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.

## Direct/Database Marketing



### ACTIVE MARKETING GROUP

#### San Diego Headquarters:

10182 Telesis Court, 3rd Floor  
San Diego, CA 92121  
**Phone:** (858) 964-3844 or (877) 322-8481  
**Fax:** (858) 551-7619

**Contact:** Stephen Kehle, Vice President, Sales  
**E-Mail:** AMGinfo@active.com

**Website:** www.ActiveMarketingGroup.com



#### Regional Offices:

Boston, Denver, New York

#### Company Description:

Active Marketing Group is the "go to" promotions and marketing agency for brands targeting active, healthy, on-the-go consumers. As a division of the Active Network, the nation's leading technology service provider to the recreation, sports and activities industries, the Active Marketing Group delivers unmatched *insight* and *access* to active consumers guaranteeing clients receive maximum brand activation with *national reach* and laser-targeted impact at the *local level*.

#### Services:

Agency services include:

- Strategic Consulting
- Online Advertising (Active.com & eteamz.com)
- Product Sampling & Premiums
- Direct Marketing
- Customized Field Marketing
- Peer-to-Peer Marketing
- Research & Market Analysis

#### Partial Client List:

Kraft Foods  
ConAgra  
Pepsi Co.  
Toyota  
Kmart  
Disney Mobile  
ESPN  
Choice Hotels  
Subway  
Nike

## Walter Karl



### WALTER KARL, INC.

2 Blue Hill Plaza  
Pearl River, NY 10965

**Toll-Free:** (888) WK-LISTS

**Phone:** (845) 620-0700

**Fax:** (845) 620-1885

**Contact:** Joann Kropp, President

**Phone:** (845) 732-7042

**Email:** joann.kropp@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.

### Lists/Data

## Walter Karl



### WALTER KARL, INC.

2 Blue Hill Plaza  
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**Toll-Free:** (888) WK-LISTS

**Phone:** (845) 620-0700

**Fax:** (845) 620-1885

**Contact:** Joann Kropp, President

**Phone:** (845) 732-7042

**Email:** joann.kropp@walterkarl.infousa.com

**Website:** www.walterkarl.com

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## Package Inserts

### LEON HENRY, INC.

200 North Central Avenue, Suite 220  
Hartsdale, NY 10530-1940

**Phone:** (914) 285-3456

**Fax:** (914) 285-3450

**Contact:** Gail Henry, Executive VP

**E-Mail:** lh@leonhenryinc.com

**Website:** www.leonhenryinc.com

**Specialization:** Insert media brokers/managers. Insert placement into mail order packages, statements, co-ops, ride-alongs, catalogs, card decks, sample kits, door-to-door distributions and remnant space; targeting prospective customers.

**Other Services:** Mailing list brokerage/management.

## ENTERTAINMENT/ SPONSORSHIPS

### Entertainment Marketing/Sponsorships



### COUNTRY MUSIC ASSOCIATION

One Music Circle South  
Nashville, TN 37203

**Phone:** (800) 998-4636

**Fax:** (615) 248-1007

**Contact:** Rick Murray, Vice-President Marketing  
Paula Milton, Director, Business Development

**E-Mail:** rmurray@cmaworld.com; pmilton@cmaworld.com

**Website:** www.cmaworld.com

**Company Description:** CMA offers its partners a wide range of music and entertainment marketing opportunities through the CMA Music Festival and the 41st Annual CMA Awards (ABC). Plus, commemorating the 50th Anniversary in 2008, CMA will have a variety of special year-long promotional opportunities available. Programs for all these events include Grassroots Marketing, VIP Hospitality, Program Book Advertising, Title Opportunities, Event/Experiential Marketing, Mobile Marketing, Account-Specific Promotions, Merchandising Programs, Special Event Performances and more.

# EMI Music

## EMI MUSIC MARKETING

Headquarters:  
1750 North Vine St.  
Hollywood, CA 90028  
**Phone:** (323) 871-5442  
**Contact:** Lynn Haller  
**E-Mail:** lynn.haller@emicap.com  
**Web site:** www.emicapsm.com

**East Coast Office:** Jacqueline Vargo (212) 253-3010  
Leslie Chinae (212) 253-3011  
**Southeast/Central Office:** Gary Eaton (770) 418-2847

**Company Description:** EMI is the world's largest independent record company, operating in nearly 50 countries around the world. It's labels include Capitol, Virgin, Blue Note, Astralwerks, EMI Televisa, Capitol Nashville, Angel, and Priority.

Our artists include The Beach Boys, Joss Stone, Beastie Boys, The Beatles, Sarah Brightman, Coldplay, Fat Boy Slim, Mick Jagger, Janet Jackson, Norah Jones, Lenny Kravitz, Paul McCartney, Kylie Minogue, Pink Floyd, The Rolling Stones, Frank Sinatra, Tina Turner, Keith Urban, and Robbie Williams.

**Specializations:** We are a full-service staff that can assist with conception, completion, and everything in between. EMI Music develops exciting and innovative programs that meet your specific brand objectives. We offer customized digital download programs, private label and custom branded CD compilations, premiums, seasonal campaigns, and loyalty programs. We've worked with many Fortune 500 companies on various compilations, incentives and promotions including:

General Mills, McDonald's, Kellogg's, Starbucks Coffee Co., Pizza Hut, Microsoft, Coca Cola and more.



**GMR MARKETING**  
**Phone:** (262) 786-5600  
**E-Mail:** hqnewbizz@gmrlive.com  
**Website:** www.gmrlive.com



**Company Description:** GMR is the nation's most experienced live marketing firm, delivering strategically sound, professionally executed marketing solutions that engage consumers in dynamic brand experiences. For 28 years, GMR has been creating and executing innovative interactive marketing programs in music, sports, and lifestyle environments, touching and motivating over 50 million people each year.

**Entertainment Expertise:** GMR began as a music agency and has a dedicated entertainment department that consists of specialized music and entertainment professionals who have worked with thousands of artists and have executed 500+ concerts / tour sponsorships and hundreds of other production based events.

**KC Productions Entertainment/Media Company**  
1905 West 4700 South, # 354  
Salt Lake City, UT 84118  
**Phone:** (801) 688-0601  
**Contact:** KC Webb  
**E-Mail:** kcracemmg@gmail.com  
**Website:** www.kcmotorsportsmmg.com

## Movies/In-Theater Promotions



# FANDANGO

**FANDANGO, INC.**  
12200 W. Olympic Blvd., Suite 150  
Los Angeles, CA 90064  
**Phone:** (310) 954-0278 x 158  
**Fax:** (310) 954-0296  
**Contact:** Erin Hooper  
**E-Mail:** erin.hooper@fandango.com  
**Website:** www.fandango.com

**Company Description:** One of the Web's top movie and entertainment destinations, Fandango sells tickets to more than 15,000 screens. Fandango entertains and informs consumers with reviews, commentary and trailers, and offers the ability to quickly select a film, plan where and when to see it, and conveniently buy tickets in advance. Fandango is available at www.fandango.com, 1-800-FANDANGO and via your wireless mobile device at mobile.fandango.com.

Fandango also offers promo codes, enabling organizations to present free or discounted movie tickets in bulk to customers, employees or partners. Promotional codes are distributed electronically to recipients as a reward, a thank you or as a compelling consumer offer.

**SCREENVISION**  
1411 Broadway, 33rd Floor  
New York, NY 10018  
**Phone:** (212) 497-0417  
**Contact:** Loren Venturi-Miller, VP, Corporate & Eastern National Sales  
**E-Mail:** lventuri@screenvision.com  
**Website:** www.screenvision.com

Screenvision is a worldwide leader in cinema advertising, providing on-screen and custom, off-the-shelf integrated marketing opportunities to advertisers. From box office handouts, branded popcorn bags and soda cups – to lobby banners and product sampling, Screenvision offers your brand a broad spectrum of integrated promotional

opportunities that reach customers throughout their entire movie-going experience.

Contact Screenvision for all of your in-cinema advertising needs.

## Sponsorship Activation

### MARKETING DRIVE

#### MARKETING DRIVE

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

**New Business Contact:** Dean Williams

**Phone:** (203) 857-6117

**E-Mail:** dewilliams@marketingdrive.com

**Website:** www.marketingdrive.com  
miharris@marketingdrive.com

**Year Founded:** 1989

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

**Company Statement:** Our philosophy is to help our clients realize their brand's full potential. We do this by driving incrementality for our clients' business – increasing the value share of a brand, a brand's share of category users or actually growing a category through recruiting new users or encouraging people to consider/use a product in a new and different way. It is a mindset and approach that drives real incrementality for a brand, and helps it realize its full potential.

**Clients:** Partial Listing includes: Dannon, Energy Star, ExxonMobil, New Balance, Novartis Consumer Health, Pernod Ricard, and P&G Professional Affiliations: Promotion Marketing Association and In-store Marketing Institute

#### MOMENTUM WORLDWIDE

161 Sixth Avenue  
New York, NY 10013

**Phone:** (212) 367-4500

**Contact:** Chris Weil/Kevin McNulty

**Website:** www.momentumww.com

Ranked #1 Agency by PROMO Magazine. Multiple winner of Cannes Promo Lion, Pro Awards, Ex Awards...

**Company Statement:** Momentum Worldwide is the world's largest and most geographically extensive global agency specializing in sponsorship, promotion, event, entertainment and retail marketing. With 2,000+ employees at 66 offices in 42 countries we deliver world-class programs that move our clients' business forward.

**Partial Client List:** American Express, The Coca-Cola Company, Anheuser-Busch, Verizon, GM, Microsoft, U.S. Army

**NA Offices:** Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, Milwaukee, New York, St. Louis, San Francisco, Toronto  
**Disciplines:** Entertainment, Sponsorship, Event, Promotion, Retail Marketing

## OgilvyAction

#### OGILVYACTION

309 W. 49th Street  
New York, NY 10019

**Phone:** (212) 297-8000

**Fax:** (212) 297-8006

**Contact:** Jay Farrell, CEO, North America

**E-Mail:** jay.farrell@ogilvy.com

**Website:** www.ogilvyaction.com

#### Locations:

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 49 offices in 38 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:

AlG  
American Express  
BAT  
Dupont

Earthlink  
Intercontinental Hotel Group  
Kodak  
Kraft  
Lenovo  
Motorola  
S.C. Johnson  
Western Union  
Unilever



#### PICTUREU PROMOTIONS

270 Carpenter Drive  
Suite 100

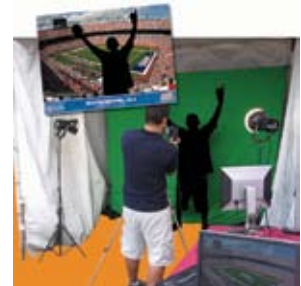
Atlanta, GA 30328

**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..



**RED MOON MARKETING**

4100 Coca-Cola Plaza, Suite 215  
Charlotte, NC 28211

**Phone:** (704) 366-1147

**Fax:** (704) 366-2283

**Contact:** Dereck Vogler

**E-Mail:** dereck.vogler@redmoonmkt.com

**Website:** www.redmoonmkt.com



**Branch Offices:** Charlotte NC, Washington DC, Louisville, KY

**Company Description:**

Full-service promotion agency specializing in product promotion, public relations, event management and sports & entertainment marketing/activation for top shelf clients who demand top-notch creativity, quality, and service.

**Clients:** Jack Daniel's, Coca-Cola, Fetzer Wines, Harris Teeter, Anheuser-Busch, Circle K, Bojangles', Henkel, Caravel, Cinnabon



**RELAY WORLDWIDE**

303 East Wacker Drive, Suite 400  
Chicago, IL 60601

**Phone:** (312) 297-1446

**Fax:** (312) 297-1401

**Contact:** Sara Whitaker

**E-Mail:** sara.whitaker@relayworldwide.com

**Website:** www.relayworldwide.com

**SERVICES**

- Strategy
- Sponsorship Evaluation, Negotiation and Management
- Activation Plan Development & Implementation
- Measurement
- Concepting, Design and Production
- Ownable Platforms

Mobile Tour Marketing  
Retail Activation  
Staffing, Training and Event Management  
Hispanic

Relay is uniquely qualified to create live experiences in nearly any context where people get together. We have all the abilities you normally expect from an event activation company, along with an entire unit that focuses solely on creative and logistics for meetings, conferences and conventions. For the first time, our clients are able to integrate what they're doing for consumers with the experiences they bring to their marketing, sales, and field staff in meetings. Relay services a diverse roster of world-class brands, including The New AT&T, DEWalt, McDonald's, Kashi, Sharp Electronics and Beam Global Spirits and Wine.



**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

**E-Mail:** 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, Cingular Wireless, Toyota, Lilly, vitaminwater, Outback and ConAgra.

**Sports Marketing**



**CAREER SPORT & ENTERTAINMENT**

600 Gallerie Pkwy, Suite 1900  
Atlanta, GA 30338

**Phone:** (770) 955-1300

**Fax:** (770) 952-5691

**Contact:** LeAnn Boucher

**E-Mail:** lboucher@careersports.com

**Website:** careersportsentertainment.com

**Branch Offices:** Atlanta, Little Rock

**Founded:** 1986

**Company Description:**

Career Sports and Entertainment (CS&E), a sports marketing and entertainment agency, is one of the top 50 companies listed in the PROMO 100. Since its beginning in 1986 as a sports representation agency, the company has grown to cover all facets of the sports and entertainment marketing industry. Its management, marketing and media services divisions serve Fortune 500 companies, sports properties, athletes, coaches and broadcasters with break-through promotions, sponsorships and activation and representation.

**Specialization:**

Integrating campaigns across several disciplines including Sponsorship Consulting and Activation, PR, Creative, Interactive, Property Consulting and Presence Marketing give Fortune 500 and growing companies the best resources to activate and grow business through sports and entertainment.

CS&E also excels at bringing buzzworthy experiences to consumers by delivering both sports- and non-sports-related content to their television, computer and phone handset screens, and in person, during live events.

**Clients:**

In addition to representing over 200 athletes, coaches and broadcasters, CS&E's corporate clients include: Kellogg Company, The Home Depot, AT&T, Aflac, the New York Yankees, the Atlanta Falcons and the New Jersey Nets.

**SUPPLIERS AND SERVICE COMPANIES**



**EURO RSCG 4D IMPACT**  
 36 E Grand  
 Chicago, IL 60611  
**Phone:** (312) 799-7000  
**Fax:** (312) 799-7100  
**Contact:** Amy Linde, VP Business Development  
**E-Mail:** amy.linde@eurorscg.com  
**Website:** www.eurorscg-impact.com

**Branch Office:**  
 2855 Pacific Dr., Suite A  
 Atlanta, GA 30071-9900  
**Phone:** (770) 263-0500 x105  
**Fax:** (770) 248-9014

**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.



**GMR MARKETING**  
**Phone:** (262) 786-5600  
**E-Mail:** hqnewbiz@gmrlive.com  
**Website:** www.gmrlive.com



**Company Description:** GMR is the nation's most experienced live marketing firm, delivering strategically sound, professionally executed marketing solutions that engage consumers in dynamic brand experiences. For 28 years, GMR has been creating and executing innovative interactive marketing

programs in music, sports, and lifestyle environments, touching and motivating over 50 million people each year.

**Sports Expertise:** GMR's team of sports marketing professionals serves 30 sports focused clients across 16 different sports, managing over \$800 million in alliance spending. The agency's senior leadership team maintains strong relationships with all of the top professional sports organizations and many niche and emerging sports affiliations.



**PROMOWORKS**  
 300 North Martingale Road  
 Schaumburg, IL 60173  
**Phone:** (888) 310-3555  
**National Sales:** (888) 310-3555  
**Bentonville Sales:** (800) 574-4970  
**E-Mail:** info@promoworks.com  
**Website:** www.PromoWorks.com

**PromoWorks Ranked #2 Among the Nation's Top 100 Promotion Agencies in the 2007 PROMO100**

**Is Your Brand Making the Right Connection?**

*PromoWorks is responsible for millions of successful consumer-brand connections. We offer the most effective ways to deliver your brand into the lives of consumers where they live, work, shop, learn and play.*

- **GameDayWorks<sup>SM</sup>** – Exclusive Pro and College Sports Sampling Programs
  - **SampleThis!** – Hand-to-Hand Sampling
  - **SampleSeat<sup>TM</sup>** – In-Stadium Cup-Holder Promotions
- **Event & Mobile Marketing**
- **In-Store Sampling & Retailtainment Events**
- **Product Demonstrations**
- **Consumer Segment Sampling** – Exclusive targeted-reach consumer platforms
- **MiConexión<sup>SM</sup>** – Hispanic Marketing Solutions
- **C-StoreWorks<sup>SM</sup>** – Sampling in over 15,000 convenience stores nationally
- **Merchandising Services**

**Why PromoWorks?**

- **Cutting Edge Technology Providing Total Accountability**
- **In-Depth Program Reporting and Analysis**
- **Excellence in Client Service**
- **Pricing Integrity**
- **Exclusive National Trade Business Teams**
- **Award-Winning Creative Design and Point-of-Sale Innovation**

**What Makes Us Different...Makes a Difference**

*PromoWorks is your single source for a wide range of integrated promotional marketing services. From concept through execution, our strength is in our proven ability to deliver the best return on your investment.*



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 4100 Coca-Cola Plaza, Suite 215  
 Charlotte, NC 28211  
**Phone:** (704) 366-1147  
**Fax:** (704) 366-2283  
**Contact:** Dereck Vogler  
**E-Mail:** dereck.vogler@redmoonmkt.com  
**Website:** www.redmoonmkt.com

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**Phone:** (312) 297-1446

**Fax:** (312) 297-1401

**E-Mail:** matt.pensinger@relayworldwide.com

**Website:** www.relayworldwide.com

**SERVICES**

- Strategy
- Sponsorship Evaluation, Negotiation and Management
- Activation Plan Development & Implementation
- Measurement
- Concepting, Design and Production
- Ownable Platforms
- Mobile Tour Marketing
- Retail Activation
- Staffing, Training and Event Management
- Hispanic

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**REvolution**

600 W. Chicago Ave., Suite 220  
Chicago, IL 60610

**Phone:** (312) 529-5850

**Fax:** (312) 529-5851

**Contact:** Jeff Gooding, Executive Vice President, Marketing Services

**E-Mail:** jgooding@revolutionworld.com

**Website:** www.revolutionworld.com

**Company Description:** rEvolution is an independent, multi-functional, global sports marketing agency that provides an integrated portfolio of high-end strategic services for premier corporations.

**Specialization:**

- Strategic Consulting
- Event Management
- Hospitality
- Consumer Events
- Production
- Mobile Marketing
- Sponsorship Negotiation and Management
- Promotion
- Media Sales
- Research and Measurement

**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

**E-Mail:** art@co-oppromotions.com

**Website:** 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 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) 631-3003

**Contact:** Jay Sloofman, President

**E-Mail:** 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 and Queen Bee

**E-Mail:** susan@partneringsolutionsinc.com

**Website:** www.partneringsolutionsinc.com

**Company Description:** As our name implies, we're a consultancy dedicated to **The Power of Brand Partnerships**.

**Why we are the best...:** It's simple, really. To be the best, you must devote yourself to something you have mastered. And that's exactly what we do! We devote our time to a single objective...one that we have worked hard at—and mastered. Every day, we search for and deliver partners that meet your brand objectives (one of our clients referred to us as "the best 'bird dog' in the business").

A successful partnership can be many things, but it doesn't need to be an exercise in frustration. (Or a time consuming 'second' job) We will help you find the right partners, balance brand objectives, deliver time efficiencies and ease the program management burden. In short, we'll help you develop fully

integrated promotions that marry your brand values and attributes to produce a mutually beneficial, win-win relationship!

### Recent Clients:

- The Campbell Soup Company
- Coors Brewing Company
- KRAFT Foods
- Sutter Home Winery
- Thermos LLC
- Norm Marshall and Associates
- Ryan Partnership
- BARC

## EVENT & MOBILE MARKETING

### Buzz Marketing

### Event Illustration

#### MOMENTUM WORLDWIDE

161 Sixth Avenue  
New York, NY 10013

**Phone:** (212) 367-4500

**Contact:** Chris Weil/Kevin McNulty

**Website:** www.momentumww.com

Ranked #1 Agency by PROMO Magazine. Multiple winner of Cannes Promo Lion, Pro Awards, Ex Awards...

**Company Statement:** Momentum Worldwide is the world's largest and most geographically extensive global agency specializing in sponsorship, promotion, event, entertainment and retail marketing. With 2,000+ employees at 66 offices in 42 countries we deliver world-class programs that move our clients' business forward.

**Partial Client List:** American Express, The Coca-Cola Company, Anheuser-Busch, Verizon, GM, Microsoft, U.S. Army

**NA Offices:** Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, Milwaukee, New York, St. Louis, San Francisco, Toronto  
**Disciplines:** Entertainment, Sponsorship, Event, Promotion, Retail Marketing

#### PBEACH ILLUSTRATION

284 Bal Bay Drive, Suite 4a  
Bal Harbour, FL 33154

**Phone:** (305) 864-2666

**Fax:** (786) 549-0154

**Contact:** Peter Beach

**E-Mail:** peter@pbeach.com

**Website:** www.pbeach.com/event\_illustration.htm

### Event Marketing



## Campbell Mithun

#### CAMPBELL MITHUN PROMOTION MARKETING

222 South 9th Street  
Minneapolis, MN 55402

**Phone:** (612) 347-1000

**Fax:** (612) 347-1400

**Contact:** Thomas Tessman

**E-Mail:** ttessman@cmithun.com

**Company Description:** Since 1978, Campbell Mithun has been creating promotion marketing solutions for our clients. Through our pioneering ideas we create business-building promotions that give consumers reason to engage with brands. Our focus is on strategic planning, promotion & direct response advertising (print & broadcast), creative development, program execution & administration, and post-program analysis.

**Clients:** Cargill, General Mills, Good Humor-Breyers, H&R Block, Interstate Bakeries, NatureWorks, Pactiv / Hefty, Toro, and ALS Association.



#### CO-OPTIONS

2500 Regency Parkway, Suite 228  
Cary, NC 27518

**Phone:** (919) 654-6789

**Fax:** (919) 654-6810

**Contact:** Brian Sockin, President/CEO

**E-Mail:** sales@familyaccessmarketing.com

**Website:** www.familyaccessmarketing.com

**Company Description:** The family access marketing arm of Co-Options Consumer Access and strategic alliance partner Octagon Marketing, providing exclusive, targeted access to more than 100MM families at pinpoint demographic / lifestyle Touchpoints for sampling, couponing and consumer engagement / activation.

**Specialization:** Annual themed co-op events, turnkey sampling and custom live events.

**Clients:** Co-Options / FAM has worked with hundreds of U.S. family / youth marketers, including Disney, Hasbro, Blockbuster, K•B Toys, Kraft, General Mills, P&G, Quaker, Mattel.

LG-104325-\*. \*

#### CONCEPT STUDIO

165 Kings Highway North  
Westport, CT 06880

**Phone:** (203) 227-7444

**Fax:** (203) 227-7010

**Contact:** Stephen O'Shea, President

**E-Mail:** soshea@tcspromo.com

**Website:** www.tcspromo.com

**Company Description:** The Concept Studio is a full-service promotional marketing agency providing strategic and innovative solutions supported by flawless execution. Services include promotion planning, creative and asset activation across mobile, online, experiential/events, POP, television, radio, print, promotion analysis, legal and fulfillment.

The Concept Studio is dedicated to the next generation of marketing solutions via wireless. As a leader in the wireless community, The Concept Studio is a driver of the adoption and usage of mobile products and services and their incorporation into the marketing mix. The Concept Studio develops and executes promotions utilizing Text (SMS), MMS, video messaging, WAP, Mobile Ticketing & Couponing, ringtones, mobile advertising, mobile local search, gaming, graphics and more.

**Clients:** AT&T, AOL, MapQuest, Kodak, The New York Jets, EA Sports Mobile, Gameloft, Sony Mobile, Lumenos Health Insurance, Disney and ABC Kids Network.



#### DEPARTMENT ZERO

1800 Central Street, Suite 203  
Kansas City, MO 64108

**Phone:** (816) 283-3333

**Fax:** (866) 209-4698

**Contact:** Paul Soseman - President

**Website:** www.deptzero.com





**8 DAYS A WEEK, INC.**

1500 W. Division, Third Floor  
Chicago, IL 60622

**Phone:** (773) 227-8881 x107

**Fax:** (773) 227-8181

**Contact:** Matthew Trehdo

**E-Mail:** matthew@8dayspromotions.com

**Website:** www.8dayspromotions.com

**8 Days A Week, Inc., is a full-service Nationwide Event Staffing Agency. We provide quality spokesmodels for events throughout the United States, 24 hour event support, and insurance coverage for our field staff, saving clients both time and money.**

**We have qualified staff for your every event!**

- Direct-Hire Talent Database consists of over 20,000 diverse individuals passionate about engaging consumers and introducing them to client brands.
- Our in-house staff is required to have both marketing and promotions experience. We know what is required to make a promotion actualize and who to hire to get the job done well.

**As a full service agency, we prove a valuable partner to our clients in managing several facets of their promotional campaigns, including but not limited to:**

- Event Staffing
- 24 Hour Event Support
- Program Management
- Coordinating Casting/Fitting Sessions
- Developing/Implementing Training Programs
- Tour Routing
- Small Business Marketing Solutions
- Sourcing Premiums

We are here for you. Contact us for a customized proposal designed to reduce your workload without compromising your peace of mind!



**EURO RSCG 4D IMPACT**

36 E. Grand  
Chicago, IL 60611

**Phone:** (312) 799-7000

**Fax:** (312) 799-7100

**Contact:** Amy Linde, VP Business Development

**E-Mail:** amy.linde@EuroRSCG.com

**Website:** www.eurorscg-impact.com

**Branch Office:**

2855 Pacific Dr., Suite A  
Atlanta, GA 30071-9900

**Phone:** (770) 263-0500 x105

**Fax:** (770) 248-9014

**DESCRIPTION:** We engage targeted audiences, generating positive “buzz” and building brand awareness, by custom designing and implementing interactive branded experiences at existing or proprietary events. From event analysis and strategy to creative direction and design, from production to entertainment and hospitality, from one-time events to nationwide tours we manage the process and create indelible experiences for your consumer base.



**EVENTIVE MARKETING, LLC**

55 Fifth Avenue

New York, NY 10003

**Phone:** (212) 463-9700

**Fax:** (212) 727-1716

**Contact:** david saalfank, svp

**E-Mail:** davids@eventivemarketing.com

**Website:** www.eventivemarketing.com



**eventive knows your consumers**

We know who they are, where they live and what they do. Most importantly, we know how to get them excited about your products by creating relationships that cultivate emotional preferences for your brand.

**experts in creating consumers that are “in play” for your brand**

We live at that point of engagement where a consumer goes from unaided brand awareness to full brand relationship. Eventive accelerates the time it takes for a consumer to embrace your brand through engaging and relevant brand experiences.

**experience makes a difference**

We unite our high level of experience and knowledge with your marketing objectives, ensuring a positive impact on your bottom line –with measurable, quantifiable increases in awareness, trial...and sales. We

believe that success comes by developing strategies and tactics that build brands and sell products.

**eventive’s expertise**

- business-to-employee events
- field team marketing
- mobile tours
- multi-cultural marketing
- nightlife marketing
- public relations events
- retail-tainment
- sponsorship activation
- sporting event activation

**eventive’s clients**

Dannon, FedEx Kinko’s, HBO, Johnson & Johnson, Kellogg, McNeil Consumer Healthcare, Microsoft Xbox, Nestlé, Partida Tequila, RIM BlackBerry, The National Anthem Project, Warner Bros.

**EVENTNET USA**

1129 SE 4 Ave.

Fort Lauderdale, FL 33316

**Phone:** (954) 467-9898

**Fax:** (954) 467-8252

**Contact:** Joel Bearson

**E-Mail:** joelB@eventnetusa.com

**Website:** www.eventnetusa.com

**Founded:** 1976:

Award winning Mobile Tours and Brand Pop-up Stores

**Clients:** Humana, L’Oreal, M&M/Mars, Chrysler.

SAME DAY PRICE QUOTES.



**GIGUNDA GROUP, INC.**

540 N. Commercial St.  
Manchester, NH 03101

**Phone:** (603) 314-5000

**Fax:** (603) 314-5001

**Contact:** Scott Schoessel

**E-Mail:** scottsg@gigundagroup.com

**Website:** www.gigundagroup.com

Welcome to Gigunda Group... a worldwide award winning organization of strategic thinkers & top-notch 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.



**GMR MARKETING**

**Phone:** (262) 786-5600  
**E-Mail:** hqnewbiz@gmrlive.com  
**Website:** www.gmrlive.com

**Company Description:** GMR is the nation's most experienced live marketing firm, delivering strategically sound, professionally executed marketing solutions that engage consumers in dynamic brand experiences. For 28 years, GMR has been creating and executing innovative interactive marketing programs in music, sports, and lifestyle environments, touching and motivating over 50 million people each year

**Event Expertise:** GMR develops and executes targeted brand experiences that reach specific audiences where they live, work and play. Drawing on extensive experience, resources and relationships, the in-house team of region and venue specialists researches, sources, and negotiates marketing rights for local and national events utilizing GMR's proprietary database of more than 30,000 events.



**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  
**E-Mail:** info@grandcentralmarketing.com  
**Website:** www.grandcentralmarketing.com



**Los Angeles office:**

333 S. Beverly Drive, Suite 208  
 Beverly Hills, CA 90212  
**Phone:** (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 reality show starring cats to generate publicity for Meow Mix, opening a Teletubbies pop-up shop to promote their 10th anniversary or creating an exhibition for National Geographic inside Grand Central Terminal, 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
- GGP Malls
- HBO
- Napster
- National Geographic
- Ragdoll, Ltd.
- Robert Mondavi
- Target
- Warner Bros.
- Windstream



innovative period.

**INNOVA MARKETING**

6570 Edenvale Boulevard  
 Minneapolis, MN 55346  
**Phone:** (952) 392-2280  
**Fax:** (952) 949-8865  
**Contact:** Brad Pappas, President  
**E-Mail:** bpappas@innovamarketing.com  
**Website:** www.innovamarketing.com

**Year Founded:** 1984

Strategic. Original. Innovative. Solution-oriented. Easy-to-work-with. Results-driven. Budget-friendly. Engaging. Experiential. Memorable. Branding. Trial. Awareness. In-person. Interactive. Buzz-worthy. Curb appeal. Tell your friends. Tell your mom. Tell your co-workers. Tell yourself. Purchase. Connect. Remember. Repeat. ROI. The way all **experiential trial and awareness promotions** should be...

**INNOVATIVE PERIOD.**

**Core Capabilities**

- Event Marketing
- Commuter Intercept
- Retail In-Store
- Retail-tainment
- Solo/Co-op Sampling
- Demographic Targeting



**MARKETING WERKS, INC.**

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 Chicago, IL 60601  
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**Contacts:**

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...check out our listing in the **AGENCIES** section then surf our new & improved Website to see examples of our award winning *werk*.