



MARLIN ENTERTAINMENT

1720 Post Road East, Suite 131
Westport, CT 06880
Phone: (203) 255-6100 X28
Fax: (203) 255-6103
Contact: Neal Frank
E-Mail: neal@marlinent.com
Website: www.marlinent.com

Founded: 1990

Description:

Blah, blah, blah...outside the box...blah, blah, blah...integrated marketing...blah, blah, blah...break through the clutter...blah, blah, blah...If you're tired of the same old shpiel, we are the agency for you. Call Marlin if you're ready for a creative hothouse without all the blah, blah, blah. A Promo 100 Agency for the past seven years, cost efficient, innovative, experienced and easy to work with. Clear and accountable budgets and flawless execution.

Specializations:

Sweepstakes/Contests, Tours & Events, Multi-platform/Digital Marketing, Street Teams, Field Marketing, Cause, College, Design, Entertainment Tie-ins, Experiential, Interactive, Mobile, Partnership Marketing, PR Stunts, Sponsorship Activation

Partial Client List:

A&E Television, AOL, Clarks Shoes, Coca-Cola North America, Comcast Networks, Comedy Central, Disney, Finlandia Vodka, Game Show Network, HBO, History Channel, MTV Networks, Nautica Apparel, Outdoor Life Network, Paramount Pictures, Paterno Wines, Raynal, Sony Classical, NBC/Universal, Teen People Magazine, Turner Classic Movies, USA Networks, VH-1, WE: Women's Entertainment, World Wrestling Entertainment



MINDWISE

147 W. Election Rd., Ste 200
Draper, UT 84020
Phone: (801) 461-5050
Fax: (801) 461-5050
E-Mail: mail@mindwiseonline.com
Website: www.mindwiseonline.com

What:

Blah blah blah blah blah blah blah
blah blah blah blah blah blah blah.

Words are meaningless. Results are priceless.

Where:

Utah, Las Vegas, Denver



OASIS

1507 Western Avenue, Suite 507
Seattle, WA 98101
Phone: (206) 838-8442
Fax: (206) 624-0198
Contact: Lynn Spohn, Vice President
E-Mail: lynnsponh@oasisevents.com
Website: www.oasisevents.com

ABOUT OASIS

Veterans in youth-targeted event marketing—creating experiences is what Oasis does best. As ambassadors of your brand, we combine strategy, experience, logistical expertise, and creativity to realize your goals through unforgettable experience marketing.

What We Do

- Youth/Teen Marketing
- Live Events
- Mail Tours
- Mobile Marketing
- Cause Marketing

Our Awards

- **Winner: 2006 Reggie Award** / Best Cause-based Promotion
- **Winner: 2006 PRO Award** / Best Cause Marketing Campaign
- **Winner: 2006 Yahoo Big Idea Chair Award**
- **Finalist: 2006 PRO Award** / Best Multicultural Campaign

Our Clients

- BBC Entertainment
- Disney Channel
- HIT Entertainment
- Honeywell / NASA
- Nickelodeon
- NOGGIN
- The N

When you need to plan something big, plan on Oasis.

experienceUNLIMITED™



PIERCE

123 Free Street
Portland, ME 04101
Phone: (207) 523-1700
Fax: (207) 761-4570
Contact: Bob Martin, President
E-Mail: Bob.Martin@piercepromotions.com
Website: www.piercepromotions.com

A member of The Radiate Group, a network of best-in-class experiential agencies, Pierce creates award-winning integrated, live marketing solutions across multiple channels for their clients.



ProActive

600 W. Chicago Ave, Suite 125
Chicago, IL 60610
Phone: (312) 654-8844
Fax: (312) 654-8929
Contact: Sarah Polster, Marketing Director
Email: spolster@proactiveinc.com
Web site: www.proactiveinc.com

Specialization:

We have developed an array of integrated services to support your unique communications goals. ProActive is a full service strategic communications, production and events agency.



PRO MOTION, INC.

11644 Liburn Park Rd.
St. Louis, MO 63146
Phone: (314) 997-0104
Fax: (314) 997-6831
Contact: Geoff Poli, VP Business Development
E-Mail: geoff.poli@promotion1.com
Website: www.promotion1.com



A PROMO 100 Agency since 2002

Company Description: Pro Motion is a face-to-face experiential field marketing agency since 1995. We work with Brands directly, as well as agencies looking to augment their Client programs, to connect consumers and brands through face-to-face in-field interactions designed to leave a lasting impression with your consumers. We move consumers to try-and-buy-your products.

Marketers: Lookin' for ROI?

Real ROI like improved share, product sales, enhanced retailer and sales force relationships and increased shelf space and displays.

Agency Execs: More, More, More!

We make you the hero! Your Client wants you to develop an experiential field marketing program, you call us, we do the dirty work, and your Client loves you – lots!

BRAND EXPERIENCE:

- Anheuser-Busch (12 year relationship)
- Bosch Power Tools (7 year relationship)
- Campbell Soup Company (5 year relationship)
- CNN (2 year relationship)
- Hilti Corporation (4 year relationship)
- White Castle (new relationship)
- National City Bank (new relationship)
- LG Mobile Phones (2 year relationship)

Expertise:

- Face-to-Face Marketing
- Experiential Marketing
- Field Marketing
- Sampling
- Sponsorship Activation
- Mobile Road Shows
- Street Teams
- Guerilla Marketing
- Event Marketing
- B to C; B to B

No matter what product you or your client is selling, our **Actions Get Reactions!**

Professional Affiliations: AMA, PMA, AdFed, and ASI.



SPECIALIZED PROMOTIONS NETWORK

Corporate Office:

1278 Gleneyre, #308
Laguna Beach, CA 92651

Phone: (949) 497-8203

Fax: (949) 494-1866

Contact: Susie Sutherland, Director of Operations

E-Mail: susie@spnsampling.com

Website: www.spnsampling.com



Company Description: Specialized Promotions Network (SPN) is a California-based national event sampling corporation founded in 1982. We develop and implement sampling and promotional on-site programs in all major markets. U.S. offices are located in Laguna Beach, CA, and Denver, CO.

Specialization: SPN's core competency is the execution of targeted sampling programs. By incorporating our in-house database of premier U.S. events with over 80 years of combined experience in the sampling industry, SPN has grown into one of the country's most effective and efficient event marketing companies. SPN provides turn-key promotions for on-site events and goody bag sampling as well as intercept sampling. Our services include event research, product sampling, creative and graphic design of visual display materials, and event follow-up reports.

Programs: Our expertise includes hand-to-hand and goody bag sampling targeting the following demographics: Endurance Athletes, Recreational Athletes, Health and Fitness, Women, Hispanics, African-Americans, Asians, and Children.

Clients: Borden, Con Agra, Del Monte, Hummer, Hansen's Beverage, Johnson & Johnson, Kraft Foods, MET-Rx, Nestlé Pharmavite, Powerfood, PepsiCo/Quaker Oats, Riviana Foods, Saab and Twinlab.



SPINDUSTRY EVENT TECHNOLOGY

1370 NW 114th St. Suite 300

Des Moines, IA 50325

Phone: (515) 225-0920

Toll Free: (877) 225-4200

E-Mail: info@spindustry.com

Website: www.spindustry.com

Spindustry Event Technology – Web Portal
Program Management

- Show your worth through easy to access reports
- Spend your time creatively leveraging fast, accurate data instead of laboring over spreadsheets
- Customize to your winning ways – instead of setting for “tech-in-a-box”

Contact us for a demo – it's worth it.



TEAM ENTERPRISES

110 E. Broward Blvd., Ste. 2450

Fort Lauderdale, FL 33301

Phone: (954) 862-2400

Fax: (954) 449-0269

Contact: Kristen Herlihy

E-Mail: kherlihy@teament.com

Website: www.teament.com

U.S. Branch Offices:

Boston, Ft. Lauderdale, Los Angeles

Global Offices: Sydney, Toronto

Company Description: TEAM

is a results-oriented, marketing agency that develops and executes both conventional and non-traditional promotional campaigns. We amplify brand initiatives and create memorable experiences for consumers. Simply stated, we ACTIVATE brands.

Specialization: Building brands ON-PREMISE since 1989, TEAM utilizes people and technology to establish consumer loyalty and drive purchase.

Additional Services: Field Marketing, Experiential, Events, Sampling, Mobile, Activation Strategy, Ethnic (Urban and Hispanic)

Partial Client List: SABMiller, Bacardi USA, Time Warner Cable, DMG World Media, Fox Sports Net

Mission Statement: We are in the business of putting our clients' products in the consumers' hands."



VELOCITY SPORTS & ENTERTAINMENT

230 East Avenue
 Norwalk, CT 06855
Phone: (203) 831-2027
Fax: (203) 831-2300
Contact: 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.

WALL STREET JOURNAL OFFICE MEDIA NETWORK

10 South Riverside Plaza, Suite 1220
 Chicago, IL 60606
Phone: Chicago: (312) 235-4800
 New York: (212) 922-9020
Fax: (312) 235-4848
Contact: Kelly de Battista
Phone: (312) 235-4857
E-Mail: kdebattista@officemedia.com
Website: www.officemedia.com



Wedü
 20 Market Street
 Manchester, NH 03101
Phone: (603) 647-9338
Contact: Kevin Roberge, VP of Creative marketing
E-mail: Kevin@wedu.com
Web: www.wedu.com

- Product Sampling
- "Edutainment"
- Street Theatre/Buzz
- Event Design/Management
- Promotional Tours
- Publicity Stunts
- Specialized Staffing

Event Promotions



HCC SPECIALTY UNDERWRITERS, INC
 401 Edgewater Place, Suite 400
 Wakefield, MA 01880
Phone: (800) 927-6306
Fax: (781) 994-6001
Contact: Mark L. Barry, Senior Vice President
 Global Marketing
E-Mail: mbarry@hccsu.com
Website: www.hccsu.com

Company Description: We provide a variety of innovative specialty insurance products to take the risk out of a great promotional idea.

Company Statement: Tap into the secret behind promotion success stories that are legendary and let us be your back room! Get the promotion experience and products that will add maximum impact to your programs with minimal impact on your budget:

Winsurance™ – A real insurance policy that lets you offer an enormous prize for a cost that's only a fraction of the prize amount.

Instabond™ – Use our online system to quickly and simply obtain and file Game of Chance Surety Bonds. Eliminate the hassle and get the lowest rates available.

Errors & Omissions Policies – Insurance to protect your company or agency from a big liability when a good idea takes a bad turn.

Redemption Insurance – Coverage for big losses when your idea catches the imagination of more people than you ever imagined.

Promotion Risk Management Consulting – Support that lets you/or your clients reduce risks while reaping the rewards of a great promotional idea.



PROMOTION EXECUTION PARTNERS
 250 East Fifth Street, Suite 1120
 Cincinnati, OH 45202
Phone: (513) 826-0127
Fax: (513) 828-0123
Contact: montgomeryt@peppromotions.com

Offices locations: Cincinnati, Pittsburgh, Livonia (MI), and Boston

Company Description: Promotion Execution Partners, (PEP), is a Cincinnati based company that provides promotion execution services for their clients. Started in 2004, the principals at PEP provide over 40 years experience and a track record of meeting project management performance goals and exceeding client expectations. With a staff of over 35 and 4 offices nationwide, PEP brings not only proven, innovative approaches to promotion execution management but as an MBE, also helps companies who have adopted supplier diversity initiatives meet their tier one spending objectives. For more information on PEP visit www.peppromotions.com.

Capabilities: PEP's capabilities include: coupons, direct mail, events, sweepstakes, premiums/promotional items, displays, online marketing, sponsorships and other promotional marketing components. PEP can implement any promotional program for you and no matter what the vehicle it will always be delivered on time, on budget and on spec.

Event Staffing



EVENTPRO STRATEGIES, INC. [EPS]®
 1111 W. University Drive, Suite 3011
 Tempe, AZ 85281
Phone: (480) 283-1267 x211
Fax: (480) 283-1190
E-Mail: Jessica@EventProStrategies.com
Website: www.eventprostrategies.com

EventPro Strategies is the industry leader, delivering unsurpassed US & Canada Event Staffing & Execution services – since 1999.

- EPS Talent Vault™ and EPS Tracker System™ - More than 35,000 direct-hire Talent throughout the US & Canada.
- Lowest no-show rate in the industry.
- Large-scale staffing project management.
- Three offices: NC, Atlanta, Phoenix.
- Women's Business Certification (WBE).

Need 2 Talent tomorrow or 2,500 next month? Contact EPS - Custom proposals delivered within 48 hours!

**GC MARKETING SERVICES**

10 East 23rd St., Suite 310
New York, NY 10010

Phone: (212) 780-5200

Fax: (212) 260-8963

Contact: Seth Harris

E-Mail: sales@gcmarketingservices.com

Website: www.gcmarketingservices.com

GC Marketing Services is a nationwide provider of promotional event staff. We guarantee outstanding service to our clients and command an extensive database of 22,000+ experienced, professional staffers throughout the country. From product samplers and brand ambassadors to tradeshow representatives and promotional personnel, we are committed to providing our clients with premium, professional Talent for any event, anywhere in the country.

Your nationwide staffing solution.

**TEAM MARKETING**

110 E. Broward Blvd
Suite 2450
Fort Lauderdale, FL 33301

Phone: (954) 862-2400

Fax: (954) 449-0261

E-Mail: info@teamenterprises.com

Contact: Daniel K. Gregory, President

Website: www.teamenterprises.com

US Branch Offices: Boston, Los Angeles

Global Offices: Sydney, Toronto

Company Description: TEAM is a results-oriented, marketing agency that develops and executes both conventional and non-traditional promotional campaigns. We amplify brand initiatives and create memorable experiences for consumers. Simply stated, we ACTIVATE brands.

Specialization: Building brands since 1989, TEAM utilizes people and technology to establish consumer loyalty and drive purchase.

Additional Services: Lifestyle, youth and multicultural marketing, automotive, experiential, special events, sampling, mobile and activation strategy

Partial Client List: Daimler Chrysler, Bacardi USA, Comcast, SAB Miller, Boar's Head

Mission Statement:

"We are in the business of putting our clients' products in the consumers' hands."

Experiential Marketing**DEPARTMENT ZERO**

1800 Central Street, Suite 203
Kansas City, MO 64108

Phone: (816) 283-3333

Fax: (866) 209-4698

Contact: Paul Soseman

Website: www.deptzero.com

**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

**EURO RSCG 4D IMPACT**

36 E. Grand
Chicago, IL 60611

Phone: (312) 779-7000

Fax: (312) 799-7100

Contact: Amy Linde, VP Business Development

E-Mail: amy.linde@EuroRSCG.com

Website: www.eurorscg-impact.com

Branch Office: 2

855 Pacific Dr., Suite A

Atlanta, GA 30071-9900

Phone: (770) 263-0500 x105

Fax: (770) 248-9014

DESCRIPTION: We change consumer behavior by implementing live experiences that allow them to see, touch, taste, and fully immerse themselves within the brand. Consumers leave our events with a better understanding of the brand itself, a higher-level of sentimentality for the product, and a greater propensity to join the brand franchise for an extended period of time. We implement memorable consumer experiences at more than 10,000 venues annually.

 The George P. Johnson Company
Integrated Event Marketing

GEORGE P. JOHNSON COMPANY

3600 Giddings Road
Auburn Hills, MI 48326

Contacts:

Jeff Rutchik, Senior Vice President - Client Services,
Worldwide and General Manager

Phone: (508) 513-3340

E-mail: Jeff.Rutchik@gpj.com

Chris Meyer, Senior Vice President - Client Services,
Worldwide and General Manager

Phone: (650) 226-0777

E-Mail: Chris.Meyer@gpj.com

Website: www.gpj.com

Company Description

Established in 1914, George P. Johnson is one of the foremost Experience Marketing agencies in the world. Consistently named one of Advertising Age's "Top 25 Marketing Agencies," it provides a full suite of relationship-building event, exhibit, and live experience solutions through which it helps premier organizations bring their brands, services and products to prospects and customers around the globe.

GPJ provides Experience Marketing solutions through the integration of strategy, creative, data, and delivery services through 20 offices around the globe. With full-scale production facilities in Detroit, LA, Stuttgart and Sydney, GPJ also has offices in Boston, San Francisco, London, Stuttgart, Tokyo, Beijing, Shanghai, Singapore, Seoul, and Bangalore.

GPJ made history in 1998 when IBM became the first Fortune 10 company to consolidate its global Experience Marketing program into one agency, naming GPJ as its event marketing agency of record. Because of its work with IBM, GPJ earned the first EX Award for "Best Global Business-to-

Business Event Marketing”.

Representative Clients

IBM
General Motors
Toyota
Cisco Systems
Cessna



GIGUNDA GROUP, INC.

540 N. Commercial St.
Manchester, NH 03101
Phone: (603) 314-5000
Fax: (603) 314-5001
Contact: Scott Schoessel
E-mail: scott@s@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.



JACK MORTON WORLDWIDE

498 Seventh Avenue
New York, NY 10018
Phone: (212) 727-0400
Fax: (212) 401-7010
Contact: Liz Bigham, VP, Director Brand Marketing
E-Mail: Liz_Bigham@jackmorton.com
Website: www.jackmorton.com



KICKING COW PROMOTIONS, INC.

710 North Second Street, Suite 200S
St. Louis, MO 63102
Phone: (877) 909-4COW
Contact: Mike O'Leary - Ext. 106
E-Mail: miko@kickingcow.com
Website: www.kickingcow.com

Company Description: Kicking Cow is a fearless, happy, alert, confident, intelligent and lively agency. These qualities make the Cow a sturdy, vigorous companion, ready to meet the promotional world on a moment's notice. The unique personality of our feisty little agency is capturing the hearts of many, but we are not the agency for everyone. While adaptable to a variety of environments, we are first and foremost kind, caring, ethical individuals working together to accomplish great results!



MARKETING WERKS, INC.

111 E. Wacker Drive, Suite 3000
Chicago, IL 60601
Phone: (800) 694-WERKS (9375)
Fax: (312) 228-0801
Contacts:
Jason Vargas, VP of Sales & Marketing
E-Mail: jvargas@marketingwerks.com
or TJ Nolan, Sr. Director of Sales
E-Mail: tjnolan@marketingwerks.com
Website: www.marketingwerks.com

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



NGAGE EXPERIENTIAL BRAND MARKETING

1141 South 7th Street
St. Louis, MO 63104
Phone: (314) 450-5770
Fax: (314) 450-5773
Contact: Dan Curran, President
E-Mail: dcurran@ngagedow.com
Website: www.ngagenow.com

Company Description: Ngage exists on the very edge where emerging media and traditional channels overlap. Were interested in everything but slaves to nothing. What matters most is whether we connect, whether we engage the person you want to reach. Our metric is not simply increasing the number of brand impressions, but rather to increase the "time" consumers spend with your brand.

Brand Strategy
Emerging Media
Public Relations
Web/Digital
Promotion
Broadcast and Print
Event Marketing

Clients: Anheuser-Busch, Hanes Brands, Scotttrade, Harrah's, Hardees



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:

- AIG
- American Express
- BAT
- Dupont
- Earthlink
- Intercontinental Hotel Group
- Kodak
- Kraft
- Lenovo
- Motorola
- S.C. Johnson
- Western Union
- Unilever

experienceUNLIMITED™



PIERCE

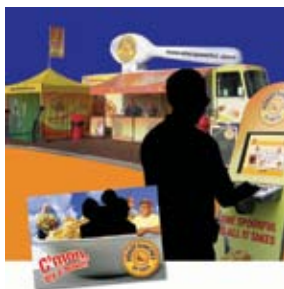
123 Free Street
 Portland, ME 04101
Phone: (207) 523-1724 or (800) 298-8582
Fax: (207) 761-4570
Contact: Bob Martin, President **Email:** Bob.Martin@piercepromotions.com
Website: www.piercepromotions.com

A member of The Radiate Group, a network of best-in-class experiential agencies, Pierce creates award-winning integrated, live marketing solutions across multiple channels for their clients.



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..



ProActive

600 W. Chicago Ave, Suite 125
 Chicago, IL 60610
Phone: (312) 654-8844
Fax: (312) 654-8929
Contact: Sarah Polster, Marketing Director
Email: spolster@proactiveinc.com
Web site: www.proactiveinc.com

Specialization:

We have developed an array of integrated services to support your unique communications goals. ProActive is a full service strategic communications, production and events agency.



PRO MOTION, INC.

11644 Lilburn Park Rd.
 St. Louis, MO 63146
Phone: (314) 997-0101
Fax: (314) 997-6831
Contact: Geoff Poli, VP Business Development
E-Mail: geoff.poli@promotion1.com
Website: www.promotion1.com



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- Street Teams
- Guerilla Marketing
- Event Marketing
- B to C; B to B

No matter what product you or your client is selling, our **Actions Get Reactions!**

PGW

MARKETING & PROMOTIONS

PROMOTIONS GROUP WEST

1629 Electric Avenue, Suite A
Venice, CA 90291

Phone: (310) 664-7005

Fax: (310) 664-1053

Contact: Russ Jones

E-Mail: russ@promotionsgroupwest.com

Website: www.promotionsgroupwest.com

Company Description: Promo Magazine 2007 Top 100, award-winning, Experiential Marketing Agency specializing in events, mobile touring attractions, theatrical street teams, guerrilla & grassroots tactics, mall / campus tours, national staffing, product sampling, media stunts / press events, sports, entertainment & viral marketing. "Bring your brand to life."

Additional Services: Sweepstakes, fulfillment, warehousing, data entry.



RELAY WORLDWIDE

303 East Wacker Drive, Suite 400
Chicago, IL 60601

Phone: (312) 297-1400

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

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.



TEAM ENTERPRISES

110 E. Broward Blvd., Ste. 2450
Fort Lauderdale, FL 33301

Phone: (954) 862-2400

Fax: (954) 449-0269

Contact: Daniel K. Gregory, President

E-Mail: info@teamenterprises.com

Website: www.teamenterprises.com

US Branch Offices: Boston, Los Angeles

Global Offices: Sydney, Toronto

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Specialization: Building brands since 1989, TEAM utilizes people and technology to establish consumer loyalty and drive purchase.

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Partial Client List: Daimler Chrysler, Bacardi USA, Comcast, SAB Miller, Boar's Head

Mission Statement:

"We are in the business of putting our clients' products in the consumers' hands."



creative strategic marketing innovations

Wedü

20 Market Street
Manchester, NH 03101

Phone: (603) 647-9338

Contact: Kevin Roberge, VP of Creative marketing

E-mail: Kevin@wedu.com

Web: www.wedu.com

- Product Sampling
- "Edutainment"
- Street Theatre/Buzz
- Event Design/Management
- Promotional Tours
- Publicity Stunts
- Specialized Staffing

Field Marketing



ACTIVE MARKETING GROUP

San Diego Headquarters:

10182 Telesis Court, 3rd Floor
San Diego, CA 92121

Phone: (858) 964-6008

Toll Free: (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

SUPPLIERS AND SERVICE COMPANIES



BFG COMMUNICATIONS

Phone: (843) 837-9115 x11
Contact: Kevin Meany
E-Mail: kmeany@bfgcom.com
Website: www.bfgcom.com

Headquartered in Hilton Head, SC with divisional offices in New York City and Tampa, and a field marketing network of 52 offices from coast to coast.

Anywhere, everywhere. Any time, every time.



EMI MUSIC MARKETING

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



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.

Field Expertise: GMR's professional team of temporary / field staff recruiters and talent specialists work to maintain live, fresh relationships with over 60,000 event staff throughout the US and Canada. GMR has created national field systems for several Fortune 50 clients and has personnel located throughout the U.S. for recruiting and staffing.



TEAM ENTERPRISES

110 E. Broward Blvd., Ste. 2450
 Fort Lauderdale, FL 33301
Phone: (954) 862-2400
Fax: (954) 449-0269
Contact: Daniel K. Gregory, President
E-Mail: info@teamenterprises.com
Website: www.teamenterprises.com

US Branch Offices: Boston, Los Angeles

Global Offices: Sydney, Toronto

Company Description: TEAM is a results-oriented, marketing agency that develops and executes both conventional and non-traditional promotional campaigns. We amplify brand initiatives and create memorable experiences for consumers. Simply stated, we ACTIVATE brands.

Specialization: Building brands since 1989, TEAM utilizes people and technology to establish consumer loyalty and drive purchase.

Additional Services: Lifestyle, youth and multicul-

tural marketing, automotive, experiential, special events, sampling, mobile and activation strategy

Partial Client List: Daimler Chrysler, Bacardi USA, Comcast, SAB Miller, Boar's Head

Mission Statement:

"We are in the business of putting our clients' products in the consumers' hands."

Guerilla Marketing



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

Inflatables



LANDMARK CREATIONS

3240 West Co. Rd 42
 Burnsville, MN 55337
Contact: Tom Meacham
Phone: (952) 895-0947
Fax: (952) 895-0946
E-Mail: tom@landmarkcreations.com

When drawing traffic to your promotion is a necessity, Landmark Creations' custom inflatables deliver. The visual impact of life-like, giant inflatables is unmatched for drawing crowds from far and wide. For grand openings, tradeshow, displays, giveaways, or any other promotion, inflatables are practically guaranteed to produce foot traffic in droves. The Landmark design team ensures you receive an excellent representation of your product, logo or mascot, and also offers service that's unequalled in our industry.

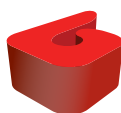
BRULENE CREATIVE INFLATABLES, LLC

359 Pleasant Hill Rd
New City, NY 10956
Phone: (845) 634-3335
Fax: (845) 634-3332

Contact: Gary Stevens
E-Mail: sales@brulene.com
Website: www.brulene.com

We specialize in Inflatables: 6" to 60'

Mobile Marketing Programs



THE BORDEN
AGENCY

BORDEN AGENCY, THE

1975 Pioneer Road
Huntingdon Valley, PA 19006
Phone: (215) 442-0590
Fax: (215) 442-0591

Contact: Larry Borden, CEO
E-Mail: welcome@thebordenagency.com
Website: www.thebordenagency.com



Company Description: The Borden Agency is the only **Mobile Marketing Agency** that's also a **Mobile Marketing Consultancy**. In a nutshell, this means we're in the business of delivering solutions that produce measurable results. It might be as simple as advising you on your mobile marketing strategy or as complex as a custom 53' tractor-trailer program; but whatever the capacity you need us for, our solutions will be developed working with you, and emanate from your brand's unique challenges, goals and objectives.

Mobile Marketing should be easy for your team. But it isn't too easy for you if you have to tear your hair out getting your agency to act. Our 4-Step Approach to your Mobile Marketing Program's Success makes it a breeze to get, *and more importantly*, keep your program rolling.

Whether you're in need of a summer sampling program or an industry expert to advise you on building a rock solid mobile marketing campaign, call us today and add yourself to our growing list of Super-Satisfied clients.

Partial Client List: Avon Products, Twentieth Century Fox, Sunny D, Warnaco, Inc, GE, Charming Shoppes, Diamond Trading Company, Environmental Protection Agency (EPA), Graco Baby Products, Aurora Imaging Technology, The Children's Place, Servomex

Area of Expertise: Mobile Marketing, period!



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 offer a wide variety of mobile marketing solutions to drive volume and educate targeted consumers:

- ▶ Custom touring attractions
- ▶ Semi-trailers, trucks
- ▶ Custom specialty vehicles
- ▶ Branded, eye-catching graphics

Our services are turnkey including design, construction, logistics, and staffing. Our vehicles capture consumers' attention and imagination while garnering millions of brand impressions.



EVENTIVE MARKETING, LLC

55 Fifth Avenue
New York, NY 10003
Phone: (212) 463-9700
Fax: (212) 727-1716

Contact: david saalfrank, 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: scotts@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



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Mobile Expertise: GMR is the industry leader in designing, building, staffing and managing custom vehicles and interactive touring attractions. GMR's real world experience, acquired from the 200+ separate mobile marketing programs executed to date, is applied to each new initiative to optimize operational efficiencies and brand impact.



MARKETING WERKS, INC.

111 E. Wacker Drive, Suite 3000
Chicago, IL 60601
Phone: (800) 694-WERKS (9375)
Fax: (312) 228-0801

Contacts:

Jason Vargas, VP of Sales & Marketing
E-Mail: jvargas@marketingwerks.com
or TJ Nolan, Sr. Director of Sales
E-Mail: tjnolan@marketingwerks.com
Website: www.marketingwerks.com

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



MOBILEXHIBIT CORP.

160 Lesmill Road
Toronto, ON M3B 2T5 Canada
Phone: (416) 444-3477
Fax: (416) 441-3556
Contact: Paul Muir
E-Mail: muir@mobilexhibit.com
Website: www.mobilexhibit.com

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Phone: (207) 523-1724 or (800) 298-8582
Fax: (207) 761-4570
Contact: Hilary Yarmus
E-Mail: hilary.yarmus@piercepromotions.com
Website: www.piercepromotions.com

Branch Offices: New York, Los Angeles, Chicago, Washington, D.C., Dallas, Boston and Bentonville.

Company Description: Pierce is a leading experiential marketing agency and part of The Radiate Group, a network of best-in-class experiential agencies that create integrated, marketing solutions for clients across multiple channels. Pierce and The Radiate Group are part of Diversified Agency Services (DAS), the marketing communications division of Omnicom Group, Inc.

What Pierce Will Bring to Your Brand: At Pierce we believe in the three key pillars of brand activation:

- Experiential Marketing:** The emotional ignition of a brand proposition through active and sensory marketing.
- Local Marketing:** The infusion of a brand into a community, market or region in an emotional and locally relevant way.

Event Staffing

Retail Marketing: Engaging target consumers in the retail environment through creative, non-traditional and customized tactics, such as retailtainment and parking lot events.

Within these three pillars, Pierce provides full-service marketing across many brand activation Experience Points such as mobile marketing, retail events, sports marketing, sampling and nightlife marketing

Clients: Verizon Communications, Procter & Gamble, Kraft Foods, Discovery Communications, TD Banknorth and SAM'S CLUB.



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Mission Statement:

"We are in the business of putting our clients' products in the consumers' hands."

Mobile/Wireless

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, Lumenor Health Insurance, Disney and ABC Kids Network.



PARACHUTE MARKETING GROUP, LLC

Hypertag Authorized Partner

60 Revere Drive, Suite 820

Northbrook, IL 60062

Phone: (847) 205-0600 Ext: 106

Fax: (847) 205-1807

E-Mail: brett@parachutema.com

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device for FREE via Bluetooth. Hypertag's networked fixed or industry-exclusive wearable units give you detailed campaign usage data to show ROI like never before. Call today for more information.

PROMOTIONAL CURRENCY

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Frisco, TX 75034

Phone: (214) 619-2642

Fax: (214) 619-2644

E-Mail: info@promotionalcurrency.com

Website: www.promotionalcurrency.com

Promotional Currency specializes in the development of new digital currencies for the promotional marketplace.

Partnering with Blue Frog Media, we provide a powerful mix of ringtones, images, games and text-to-win promotions and combine them with our proprietary risk underwriting service, backend hosting and fulfillment. The result? Our ability to provide your brand with the cutting-edge, customized turnkey solutions you need to compel consumers to act; at a low fixed cost that leverages your promotional spend.



SMARTREPLY

114 Pacifica, Suite 290

Irvine, CA 92618

Phone: (800) 647-3689

Fax: (949) 340-0777

Contact: Mike Romano

Email: mromano@smartreply.com

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