

## EXPERIENTIAL MARKETING



### 141 BOOMERANG

22 West 19th Street  
New York, New York 10011

**Phone:** (212) 627-4101

**Fax:** (212) 627-4106

**Contact:** Sheila Hartnett, EVP Managing Director

**E-Mail:** shartnett@141worldwide.com

### Company Description:

141 boomerang is the experiential marketing unit of 141 Worldwide, a through the line marketing services company focused on behavior transformation. We utilize a discipline-neutral mix of non-traditional communication programs to activate brand experiences where purchase decisions are being made.

At 141 boomerang, our focus is on return. We have built our business with proprietary reporting tools and face-to-face training sessions. We have 10 regional managers and 25 field managers, on-staff, and 700 field representatives all across America. Our connection to the 141Worldwide global network of 91 offices in 57 countries leverages deep industry expertise and proprietary tools to drive both sales and brand equity for local and global clients.

### Core Capabilities:

Field Marketing  
In-Store Sampling & Retailtainment  
Signature events  
Street teams & Guerilla  
Brand Ambassadors  
Retail Training

### Clients:

American Express  
Motorola  
Boeing  
Procter & Gamble  
Unilever  
ESPN Deportes  
GE  
IBM  
Nestle  
World's Best Cat Litter  
Western Union  
Kraft  
S.C. Johnson



### ADVANCE MARKETING SERVICES, INC.

181 Westchester Avenue  
Port Chester, NY 10573

**Phone:** (914) 937-9300

**Fax:** (914) 937-4171

**Contact:** Doug Robertson

**E-Mail:** admkvs@aol.com

**Website:** www.admksv.com

**Branch Offices:** Dallas & Los Angeles

**Company Description:** Established in 1989, Advance Marketing Services is a Full-Service Event Marketing Company offering a wide variety of services related to strategic marketing campaigns through retail and consumer promotions.

**Specializations:** Advance Marketing Services provides superior service in creating, implementing and executing on-site marketing programs designed to deliver the greatest return on their client's promotional dollar.

**Additional Services:** Advance Marketing Services also provides all support facets in relationship to event marketing including manpower, premiums, shipping management, creation of prototype materials, logistics planning, warehousing and more...

**Clients:** Fujifilm USA, NIKE, Siemens, Fujifilm Japan

**Company Statement:** To create and implement powerful and unique marketing campaigns in support of our clients, while providing them with a substantial competitive advantage resulting in the expansion of their market share.



### DVC EXPERIENTIAL A DIVISION OF DVC

417 Canal Street  
New York, NY 10013

**Phone:** (212) 431-5300

**Fax:** (212) 431-5833

**Contact:** Jim Moylan

**E-Mail:** jmoylan@dvc.com

**Website:** www.dvc.com

**Company Description:** Today's consumer controls how they will interact with your brand. By taking experiential marketing far beyond "feet on the street", DVC creates relevant and versatile brand interactions that demonstrate exactly how your brand fits in your target's lives.

DVC brand experiences include:

- Experiential Events
- Buzz Plans
- Mobile Marketing / Tours
- Field Marketing
- On-Premise

**Major U.S. Clients:** AT&T, Georgia-Pacific, Gillette, Kraft, Nokia, Target



### EURO RSCG 4D IMPACT

36 E. Grand

Chicago, IL 60611

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

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

6991 Peachtree Industrial Blvd., Bldg. 400  
Atlanta, GA 30092

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

**Fax:** (770) 263-0810

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

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

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

### DESCRIPTION:

Euro RSCG Impact Creates buzz and builds brand awareness by custom designing, building, and implementing consumer experiences for:

- Event marketing
- Sports and entertainment marketing
- Mobile media tours
- Branded consumer intercepts
- Collegiate marketing
- Guerrilla marketing

We become the face of your brand, generating indelible experiences.



### GEN-A MARKETING

1450 West Randolph Street

Chicago, IL 60607

**Phone:** (312) 421-1551

**Fax:** (312) 421-1454

**Contact:** Executive Director - Ed Hinde,

Phone: Direct Telephone (240) 235-6322

**E-Mail:** ed@gen-a.com

**Website:** www.gen-a.com

The leaders in integrated results-driven active lifestyle marketing.

listing continued on next page ↗

National in scope, yet local in execution, we are an integrated marketing services firm that helps brands to connect and build long-term profitable relationships with "Gen-A" — the 40 million active affluent adults nationwide who participate regularly in recreational fitness and sport activities.

**Branch Offices:** D.C., San Diego, Denver, San Francisco, West Palm Beach

Affiliated with the Gen-A Network publishing group and other leading active lifestyle media, we are the country's leading regional Voice of Authority for Active America.

**Company Description:** Affiliated with the Gen-A Network publishing group and other leading active lifestyle media, we are the country's leading regional Voice of Authority for Active America with over 20 years of working experience.

**Additional Services:** Custom research studies, event planning & production, promotion planning and execution, field marketing, custom print and digital publishing, database assets, and health club and event sampling.

**Clients:** Accenture, Timberland, Colorado Tourism, SnowSports Industries America, PepsiCo, Nike, Nissan USA, Hain-Celestial, Quaker Oats, Land Rover, Smart Wool, Suunto USA, Anheuser-Busch



**GIGUNDA GROUP, INC.**

540 N. Commercial St.  
Manchester, NH 03101

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

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

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

**Website:** www.gigundagroup.com

**Company Description:** We are a dynamic marketing company that thinks strategically, wraps our imagination around your brand, bring dazzling consumer experiences to life and execute flawlessly time and time again!

*We Engage consumers, Evolve behavior,  
and Elevate brands.*

We go to the sidelines at the NFL Super Bowl with **Campbell's**... On the road with Britney Spears & **Nabisco**... Courtside with **Kraft** & the NCAA... Backstage with the American Idols & **Kellogg's**... On site at family festivals with **P&G's** Charmin Mobile Restroom & Pampers Inspired By Babies tour... Upstream with **Pepperidge Farm's** Goldfish

mobile... Shopping with **Discover Card** at Mills Malls... Back to School with our exclusive **College Kit™** Fall Welcome Gift... Coast to coast with **Wai\*Mart, Target, Kroger, Publix**, & every other retailer.

We go. Do you?

**Programs/Services:**

**Experiential Marketing:**

Event Production  
Mobile Tours  
Sports and Entertainment Marketing  
Sponsorship and Retail Activation

**College Marketing:**

The College Kit® Fall Welcome Gift — The most requested college co-op program in the country! Distributed annually to 1,000,000 students.



**JAVELIN**

275 Union Blvd.

St. Louis, MO 63108

**Phone:** (314) 361-1450

**Fax:** (314) 361-1451

**Contact:** Mike Campbell, President/Senior Partner

**E-Mail:** mikec@javelin-inc.com

**Website:** www.javelin-inc.com

**Whack! Right Upside the Head!**

**Company Description:** Javelin reaches out into the lifestyle environment and whacks consumers right upside the head with unusual and impactful experiential marketing programs — We create unique brand experiences that consumers don't forget! WHACK!

We deliver your brand message on a one-to-one, peer-to-peer basis - via mall, college and custom vehicle tours, large-scale events, corporate meetings, new product launches, PR stunts and sampling programs.

We've taken our clients' programs/brands/products to amphitheatres and arenas... from ballparks to ballrooms... campuses to nightclubs... convention centers to swimming pools... and from malls to movie theaters. We can take you (and your product) *anywhere* you want go!

Our creative skills are legendary. Our logistics management is unmatched. Our event execution is flawless. Our egos are unchecked. What more could you ask for from an event marketing agency? Call us. Please.

Partial Client List: Bacardi, Boeing, Court TV, Dasani, Discovery Networks, Grey Goose, Gruner+Jahr, Kraft, Pfizer, Time Life, Turner Classic Movies, TV Guide and Unilever



**KICKING COW PROMOTIONS, INC.**

710 North Second Street - Suite 200S

St. Louis, MO 63102

**Phone:** (314) 865-5600

**Fax:** (314) 865-5852

**Contact:** Mike O'Leary

**E-Mail:** miko@kickingcow.com

**Website:** www.kickingcow.com

**Company Description:** Kicking Cow is a high spirited, full-service event and promotional marketing company. Our innovative experiential programs weld consumer's heart-felt passion to our clients' brands. Since we started kicking up a storm in 1999, hundreds of successful events created widespread brand awareness and our credibility in the industry. Focusing on our ability to establish deep rapport with clients including Nestlé Purina, Hallmark, Sara Lee, and Busch Entertainment, we "get" what the client wants and we deliver.



**MARKETING WERKS, INC.**

111 E. Wacker Drive, Suite 3000

Chicago, IL 60601

**Phone:** (800) 694-WERKS (9375)

**Fax:** (312) 228-0801

**Contact:** Jason Vargas, VP of Sales & Marketing, jvargas@marketingwerks.com; TJ Nolan, Director of Sales, 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*.



**MAYA MARKETING, INC.**

300 Main Street  
Stamford, CT 06901  
**Phone:** (203) 975-7778  
**Fax:** (203) 975-7715  
**Contact:** Richard Greene, President  
**E-Mail:** rich@mayamarketinginc.com  
**Website:** www.mayamarketinginc.com

*Please see our main listing in the Agency Section.*

**MOBILE M-PACT**

4111 Citrus Avenue, Suite 10  
Rocklin, CA 95677  
**Phone:** (800) 930-6722  
**Fax:** (916) 315-8302  
**Contact:** Daniel Seifried  
**E-Mail:** dseifried@mobilempact.com  
**Website:** www.mobilempact.com  
**Branch Offices:** San Francisco, Denver, Miami & Honolulu  
**Company Description:** Full service experiential marketing Company specializing in Event Marketing & Promotions, Ethnic Marketing, and Mobile Marketing Programs nationwide.

**ONSITE EVENTS & PROMOTIONS**

P.O. Box 769121  
San Antonio, Texas, 78240  
**Phone:** (210) 691-0878  
**Fax:** (206) 333-0387  
**Contact:** Venetia A. Flowers, VP Marketing  
**E-Mail:** vf@onsiteevents.com  
**Website:** www.OnsiteEvents.com  
**Offices:** Houston, San Francisco, Atlanta  
**Established:** 1987  
**Company Description:** Bi-Lingual Promotions, Field Management and Staffing in San Antonio, Austin and Nationally. Provides turn-key Hispanic marketing assistance.



**PRO MOTION, INC.**

11644 Lilburn Park Rd.  
St. Louis, MO 63146  
**Phone:** (314) 997-0101  
**Fax:** (314) 997-6831  
**Contact:** Steve Randazzo, President  
**E-Mail:** steve.randazzo@promotion1.com  
**Website:** www.promotion1.com



Ranked #15 on the PROMO list of fastest growing agencies.

**COMPANY DESCRIPTION:** agency specializing in experiential marketing since 1995. We work with Brands directly, as well as agencies looking to augment their Client programs, to put their products in the hands of potential customers where they live, work and play.

**GUARANTEED RESULTS**

You set the measurement of success and our "live commercials" will achieve those goals.

**2005 BRAND EXPERIENCE:**

- 3M
- Anheuser-Busch (10 year relationship)
- BASF (2 year relationship)
- Bosch Power Tools (5 year relationship)
- Campbell Soup Company (4 year relationship)
- Einstein Bros. Bagels
- Hilti Corporation (2 year relationship)
- PNC Bank
- LG Mobile Phones

**2005 AGENCY PARTNERS:**

- Eisner Communications
- Fathom Communications
- FCF Schmidt
- Princeton Partners
- Ryan Partnership

Ask yourself, "What would we do with 5 minutes with our consumer?" We'll design an experience to do just that...GUARANTEED.



**SNAP MARKETING**

110 Wall Street  
13th Floor  
New York, NY 10015  
**Phone:** (212) 563-1200  
**Fax:** (212) 563-1247  
**Contact:** Abe Sorcher, President  
**E-Mail:** asorcher@snapmarketing.com  
**Website:** www.snapmarketing.com

By now you've seen just about every combination of the words leading, best, most, dynamic, compelling, strategic, smart, creative, preeminent, experienced, top-ranked, etc. Now learn why Snap Marketing is so much more than just words.

Snap Marketing has successfully executed hundreds of events and promotions for companies from every segment of industry. Whether you are new to experiential marketing or have "been around the block", we can provide you with unique programs that will help you reach your goals.

**Specialization:** Event Marketing, Mobile Tours, College Marketing, Product Sampling



**SPEVCO, INC.**

8118 Reynolda Road  
Pfafttown, NC 27040  
**Phone:** (336) 924-8100  
**Fax:** (336) 924-9999  
**Contact:** Marty Tharpe, President and CEO  
**E-Mail:** mtharpe@spevco.com  
**Website:** www.spevco.com

SPEVCO, Inc. celebrating 31 years!

EXPERIENCE MATTERS when excellence is required...simply put...SPEVCO is the world's leader when it comes to Design, Building and ensuring flawless functionality of Mobile Marketing Exhibits.

SUPPLIERS AND SERVICE COMPANIES

## FIELD MARKETING



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New York, New York, xx 10011  
**Phone:** (212) 627-4101  
**Fax:** (212) 627-4106

**Contact:** Sheila Hartnett, EVP Managing Director  
**E-Mail:** shartnett@141worldwide.com

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#### Core Capabilities:

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Signature events  
Street teams & Guerilla  
Brand Ambassadors  
Retail Training

#### Clients:

American Express  
Motorola  
Boeing  
Procter & Gamble  
Unilever  
ESPN Deportes  
GE  
IBM  
Nestle  
World's Best Cat Litter  
Western Union  
Kraft  
S.C. Johnson



### BFG COMMUNICATIONS

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

Headquartered in Hilton Head, SC with main offices in Stamford, CT, and Tampa, FL, and a field marketing network of 52 offices from coast to coast.

**Anywhere, everywhere. Any time, every time.**



### CERTIFIED MARKETING SERVICES, INC.

7 Hudson Street  
Kinderhook, NY 12106  
**Phone:** (518) 758-6400  
**Contact:** Blake Herlick, VP  
**Websites:** www.certifiedmarketingservices.com  
www.certifiedmarketingresearch.com  
www.certifiedreports.com

#### Company Description:

Three distinct companies - each with its own in-field marketing force. Servicing all chains and channels nationwide.

#### Certified Merchandising Services:

Speed-to-Shelf - Product Launches; In-store Conversions; Crisis Management (Recalls and Restocking); Resets; Display Assembly; Maintenance; Product Cut-ins.

#### Certified Marketing Research Services:

Intercept Interviews, Mystery Shopping, POPDisplay Checks; Ad Recall Surveys, Store Profiling; Competitive Audits; Theatre Evaluations.

#### Certified Reports:

Dedicated to serving the Motion Picture Industry: Trailer, Lobby, and Seating Capacity Checks; Audience Reaction Surveys; Promotional Material Installation.



EURO RSCG 4D™

IMPACT

### EURO RSCG 4D IMPACT

36 E. Grand  
Chicago, IL 60611  
**Phone:** (312) 799-7000  
**Fax:** (312) 799-7100

6991 Peachtree Industrial Blvd., Bldg. 400  
Atlanta, GA 30092  
**Phone:** (770) 263-0500 x105  
**Fax:** (770) 263-0810

**Contact:** Amy Linde, VP Business Development  
**E-Mail:** amy.linde@EuroRSCG.com  
**Website:** www.eurorscg-impact.com

**DESCRIPTION:** We develop and implement volume-driving programs from consumer promotions to merchandising. Our Field Support Services has staffing throughout North America. We have unparalleled commitment to customer satisfaction, timely distribution, and professional integrity. We separate ourselves at the street level; our people become the face of our clients' brand or product.



integer

### THE INTEGER GROUP

7245 West Alaska Drive  
Lakewood, CO 80226  
**Phone:** (303) 393-3401  
**Fax:** (303) 393-3700

**Contact:** Jeremy Pagden, CEO  
**E-Mail:** jpagden@integer.com  
**Website:** www.integer.com

**Offices:** Dallas, Denver, Des Moines, Cleveland and coast-to-coast field offices

**Company Description:** The Integer Group is one of the country's leading promotion and marketing agencies. We have raised the potency of promotional marketing to a new level by setting new standards for creating strategies that drive sales and reinforce brand positions at the consumer point of decision. We view ourselves as behavioral scientists and experts in the immediate motivation of consumer purchasing behavior and long-term consumer brand loyalty. With our ability to seamlessly integrate promotions with all other aspects of a client's marketing portfolio, The Integer Group is at the crossroads of branding and selling.

listing continued on next page ↗



**Company Statement:** With a much greater reliance on planning and audience insight than is traditional for the promotion and marketing industry, and an eclectic resource of 850 professionals with experience from all marketing disciplines, the agency maintains an unprecedented expertise in understanding and influencing the buying habits of consumers on behalf of clients in such categories as beverage, packaged goods, telecommunications, financial services, fast food, home shelter, home appliances, agribusiness, eyewear, retail jewelry and more.

## FULFILLMENT



### A-THREE SERVICES AGENCY, LTD.

3125 Commercial Avenue  
Northbrook, IL 60062  
**Phone:** (847) 480-0870 ext.110  
**Fax:** (847) 480-0914  
**Contact:** Althea Alder, President  
**E-Mail:** a-three@a-three.com  
**Website:** www.a-three.com

**Company Description:** Full-service national fulfillment company, specialized in handling promotional materials and executing custom-designed programs on a turn-key basis. Clients include promotional and marketing companies to catalog companies and e-commerce entities.

A-Three has 55 full-time employees, over 350,000 sq. ft. of warehouse space and has been providing customized fulfillment services to Fortune 500 clients since 1980.

Facilities include ability to integrate multi-channel orders and report comprehensively at customer-level, online inventory management, Web-based reporting, complex order processing, materials packing and assembly, refunds/rebates and teleservices.

A-Three also offers complete contest and sweepstakes administration, including rules preparation, seeding and judging, prize fulfillment and reporting.



### ALCONE FULFILLMENT

95 Mayhill Street  
Saddle Brook, NJ 07663  
**Phone:** (800) 419-2470  
**Contact:** Nichole Kezsely, Vice President,  
Business Development  
**E-Mail:** Nichole.Kezsely@alconemarketing.com  
**Website:** www.alconefulfillment.com

#### Our Facilities:

Irvine, CA; Detroit, MI; Saddle Brook, NJ

#### Company Overview:

Alcone Fulfillment is a division of Alcone Marketing Group, a leading promotion and marketing services company established in 1976. Alcone has been a member of Omnicom Group, Inc. since 1991.

#### Key Services:

Print & online catalog operations; dynamic kit assembly; online ordering, reporting and management systems; eFulfillment system design & site development; sweepstakes/contest administration; rebate & incentive programs; global shipping logistics; integrated inventory & financial management; SLO's; call center operations.

#### Expertise:

Multi-channel POS & premium distribution; large-scale literature fulfillment; sweepstakes & contest administration; end-to-end eCommerce solutions.

#### Clients:

Bax Global, Bel Kaukauna, DaimlerChrysler, Dannon, HASBRO, IHOP, Kia Motors America, Lea & Perrins, Mazda, Mercedes-Benz USA, Nestle Waters, Nextel, Pernod Ricard USA, Pharmavite, Philips, Priceine.com, Unilever.

#### Company Statement:

DOING GREAT THINGS FOR GREAT CLIENTS™  
Clients trust us with their most sacred assets: their relationships with their customers. For this, we are committed to working tirelessly to exceed their expectations. Needless to say, this must be done seamlessly, invisibly, with state-of-the-art facilities and a constant eye on the bottom line and ever-increasing efficiency. So here's to getting it out. Getting it there. And getting it done flawlessly. Again and again.



### ARCHWAY MARKETING SERVICES (FORMERLY GAGE MARKETING SERVICES)

Corporate Headquarters:  
19850 South Diamond Lake Road  
Rogers, MN 55374  
**Phone:** (866) 779-9855  
**Fax:** (763) 477-7601  
**Contact:** Lori Trocke  
**E-Mail:** sales@archway.com  
**Website:** www.archway.com

Archway Marketing Services® (Archway) provides premier marketing execution services for many of the world's leading brands, including fulfillment (B2C and B2B, customer service and information management solutions. For over 53 years, Archway has been providing innovative solutions to our clients — saving them time, money, and resources. Our services may be engaged individually or collectively.

- Fulfillment Services expedite and support:
  - o Promotions — rebates, premiums, sweepstakes
  - o Direct marketing campaigns — catalog, e-catalog, product launch, sampling, recalls
  - o Trade materials distribution — POS/collateral, retail distribution, inventory management
- Customer Services — 24 x 7 inbound live operator, IVR, e-services, fax and mail; multilingual support; promotion support, problem solving, sales/order entry/up-selling, dealer locator, help desk, surveys/data entry/profiling
- Retail Merchandising Services — Display/POS set-up, product replenishment/cut-ins, new product introductions, retail resets, store openings, fixture installation, planogram maintenance, mystery shopping

Archway operates **ISO 9001:2000 compliant and registered** fulfillment and call center operations. Our rebate and premium processes are **SAS-70 compliant**.



**ARROWHEAD PROMOTION & FULFILLMENT CO., INC.**  
 1105 SE 8th St  
 Grand Rapids, MN 55744  
**Phone:** (218) 327-1165  
**Fax:** (218) 327-2576  
**Contact:** Chris Carlson  
**E-Mail:** chrisc@apfco.com  
**Website:** www.apfco.com

*"Focused on the Unique Promotional Needs of Every Client for Over 20 Years"*

**Company Description:** At Arrowhead Promotion & Fulfillment we strive to develop relationships with our clients, not just a series of business transactions. Our commitment to excellence equates to a service-oriented group who put the specific needs of our clients and their customers first. Our services include the following: Rebates/Refunds, Premium/SLO Offers, Sweepstakes, Games and Contests, Internet/e-commerce Applications, Teleservices/Toll Free/Live OP/IVR, Procurement, Direct Marketing, Sales Incentives/Trade Services, Product Sampling/Kit Assembly, POS Collation/Distribution, Pick-n-Pack, Continuity & Loyalty Programs, Data Entry/CRM/ Database Management, Coupons, Custom Reporting, Analysis, Consultation & Forecasting.

**CAF (PRIZEFULFILLMENT.COM)**

PO BOX 54163  
 Irvine, CA 92619  
**Phone:** (949) 559-1663  
**Fax:** (775) 667-5317  
**Contact:** Jesse Wallace  
**E-Mail:** quote@prizefulfillment.com  
**Website:** www.prizefulfillment.com

**Company:** We work hard to fill your contest needs with great prizes and pricing. TVs, DVDs, VCRs and hundreds of other computer related and consumer electronic items.



**THE CONTEST FACTORY**

25 West Drive  
 Bayonne, NJ 07002  
**Phone:** (201) 339-2626  
**Fax:** (201) 339-0071  
**Contact:** Jeff Shapiro  
**E-Mail:** info@thecontestfactory.com  
**Website:** www.thecontestfactory.com

**Branch offices:** Chicago, Los Angeles, Miami  
**Company Description:** Full service agency offering a wide range of capabilities from sweepstakes management to POS production and distribution.  
**Specialization:** Contest and sweepstakes development, game seeding and security, Web game development, game piece production, POS production, 800-900 phone sweepstakes, international contests and sweepstakes.

**CORESKO, INC.**

1407 Airport Road  
 Monroe, NC 28110  
**Phone:** (704) 296-5600  
**Fax:** (704) 296-5500  
**Contact:** Paul Short, Sales Manager  
**E-Mail:** pshort@coresco.com  
**Website:** www.coresco.com

Established in 1979, Coresco is a leading provider of Marketing Services with all work performed on site. We develop and administer all types of programs including (but not limited to): Rebates, Incentive/Premium Fulfillment, Distribution Services, Sweepstakes/Contests and e-Commerce support. All programs offer real time data accessibility.

Put our experience to work for you.



**CORPORATE SERVICES, INC.**

5681 W. Cleveland Road  
 South Bend, IN 46628  
**Phone:** (574) 271-2055  
**Fax:** (574) 271-2045  
**Contact:** Robert Wozny, Chief Executive Officer  
**E-Mail:** sales@corporatesvcs.net  
**Website:** www.corporatesvcs.net

**Company Description:** Full-service integrated marketing support company offering: Real-time Web Interface to Inventory Records and Reports, State of the Art E-Commerce Solutions, Relational Database Design/Management, Custom Software Development, Literature/Product Fulfillment, Kitting, Direct Mail, Coupon/Rebate/Gift Certificate Processing, Document Scanning, Attended Operator and IVR 800 Services, Fax Broadcasting and Print-on-Demand Printing and Publishing Capability.

**Specializations:**

- Over 400,000 square feet of environmentally controlled storage space
- DEA and FDA approved
- Midwest location provides significant savings in delivery time and shipping costs
- All services performed onsite
- Creative and cost effective business solutions



**CUSTOM ENTERPRISES, INC.**

2350 Artesia Blvd.  
 Fullerton, CA 92833  
**Phone:** (800) 450-1069  
**Fax:** (949) 263-8602  
**Contact:** Daniel Barnett  
**E-Mail:** dbarnett@customenterprises.com  
**Website:** www.customenterprises.com

**Company Description:** CE is a full-service promotional fulfillment company focused on providing the very best in service and value for each of our client's individual kitting and shipping needs.

**Specializations:**

- POP/POS Fulfillment
- Promotional/Premium Fulfillment
- Demo/Event Kit Fulfillment
- Custom Kit Assembly
- Pick/Pack
- Product/Order Fulfillment
- Sampling Distribution
- Coupon Redemption
- Sweepstakes Promotions

**Additional Services:**

Web-based Inventory System, Online Reporting, Dedicated Account Management Staff, Deadline-oriented, Secure Locations and more!

**Facilities:** California, Michigan and Georgia.

**FSI**

406 East 7th St., P.O. Box 636  
Monticello, MN 55362

**Phone:** (800) 339-6599

**Contact:** Clarissa Niedzielski

**E-Mail:** fsi@fsisolutions.com

**Website:** www.fsisolutions.com

**Company Description:** Utilizing over 25 years of fulfillment experience, FSI provides best-in-class services with an emphasis on efficiency and technology. FSI works with you to improve product launches, expand market penetration, and increase brand awareness and sales. FSI partners with clients to offer scalable fulfillment solutions with powerful results.

**Specialization:**

**Catalog/E-commerce:** Comprehensive cataloging and E-Commerce services including order management, flexible payment processing systems, accurate financial packages, superior customer service support, and proactive account management.

**Consumer Fulfillment:** Rebates, sampling, premiums, tele-services, direct mail and information management solutions.

**Sweepstakes Fulfillment:** Creates and administers programs, writes rules, manages all legal requirements, procures and fulfills prizes.

**Trade and POS Fulfillment:** Sources, warehouses, packages and distributes point of sale materials, literature and products.

**Additional Services:** FSI provides complete promotional solutions, from secure order entry to advanced distribution logistics. Consumers can be offered the full range of telephone and web services, including live-operator, IVR or web access and e-mail verification. Clients have direct access to project activities through real-time, on-line reporting. Clients call upon FSI's expertise to tailor comprehensive programs from strategy and administration to implementation and results evaluation.

**IOS NORTH AMERICAN OPERATIONS****HEADQUARTERS**

100 S. Alto Mesa ST  
El Paso, TX 79912

**Phone:** (800) 581-6237

**Fax:** (915) 584-7990

**Contact:** Max Boedder, Director

**E-Mail:** mboedder@iosnet.com

**Website:** www.iosnet.com

**Company Description:** IOS is an industry leader for strategic global outsourcing. IOS's three divisions (Data Services, Contract Manufacturing, and Packaging & Logistics) provide high quality, end-to-end services for all labor-intensive jobs.

**IOS Data Services Division:** Serving customers worldwide with secure, high-quality solutions for data capture, scan and index, forms processing, fulfillment and rebate services, recall management, and direct mail.

**World-class quality standards:** ISO 9001 certified, SAS 70, USFDA/HACCP compliant, and practicing Six Sigma principles.

**MARKETING RESOURCES, INC.**

752 Industrial Drive  
Elmhurst, IL 60126

**Phone:** (630) 530-0100

**Fax:** (630) 530-0134

**Contact:** Mike Kida, Business Development Manager

**Website:** www.mrichi.com

Marketing Resources provides comprehensive, timely, and accurate fulfillment services for all of your promotional needs. We treat every client and project, regardless how large or small, with the same exceptional service.

**MOSSBERG & COMPANY INC.**

301 East Sample Street  
South Bend, IN 46601-3547

**Phone:** (800) 428-3340 or (574) 289-9253

**Fax:** (574) 289-6622

**Contact:** Alisha McNary, Vice President

**E-Mail:** amcnary@mossbergco.com

**Website:** www.mossbergco.com

**Year established:** 1930

**Number of employees:** 150

**Products and Services**

Inventory and Warehouse Management, Climate Controlled and Secure Warehousing, Vendor Managed Inventory, Electronic Records Management, Order Processing, Direct Mail Services, Kitting and Packaging, E-Commerce & Web-Based Solutions, Lead Management, Collaborative Remote Proofing and On-Demand and Conventional Printing.

**Company Statement**

The combination of these services provides you with seamless integration of your print and distribution processes and enables you to partner with one source—Mossberg—whose goal is to produce, manage and deliver your product with optimal efficiency. Take advantage of more than 75 years of experience and the state-of-the-art technology provided by Mossberg & Company Inc. to enhance the execution of your programs. Whether your needs are small or large, our turnkey solution will help you realize maximum results.

**Benefits of working with Mossberg & Company Inc.**

- Reduced project turn times
- Expedited time to market
- Reduced costs
- Value-added consultation throughout the process
- Total project synchronization
- Efficient communication through a single point of contact

**PROMOTION ACTIVATORS, INC.**

1851 Elmdale Avenue  
Glenview, IL 60026

**Phone:** (847) 724-6700

**Fax:** (847) 724-6760

**Contact:** Maxwell G. Anderson, Jr., Exec. VP

**E-Mail:** maxjr@promotion-activators.com

**Website:** www.promotionactivators.com

Mail received at Prospect Heights, IL

**Company Description:** Founded in 1978, Promotion Activators handles promotions professionally but with a personal touch. PA's all-USA-based staff is accessible and responsive, ever mindful that the consumer holds the client responsible for our performance.

**Sweepstakes/Games:** PA makes sweepstakes and games hassle-free...guiding promotions through rules development, legal review and bonding/registration. Also, we handle game piece randomization, production and seeding...all with a focus on security.

**Fulfillment:** We offer precise, cost-effective handling of: Rebates/Refunds, Self-Liquidating Premiums, Store Coupons and more!

**PROMOTION MAILING CENTER, INC.**

31205 Falcon Avenue, PO Box 245  
Stacy, MN 55079-0245

**Phone:** (651) 462-1213 or (888) 562-1213

**Fax:** (651) 462-4118

**Contact:** DeAnn or Cheryl

**E-Mail:** info@pmci.us

**Website:** http://www.pmci.us

**Year Founded:** 1983

**Company Statement:** PMC is committed to providing flexible, responsive services while minimizing overall fulfillment costs and has an established track record of outstanding customer service.

**Program/Services:** • Coupon/Rebate Programs  
• Fraud Protection System • On-Line Customer Service  
• E-Commerce Fulfillment • Sales Material Distribution  
• Collating and Assembly • Telemarketing • Database Management • Custom Programming • Credit Card Processing • Sweepstakes Administration and Judging/Prize Fulfillment • Free Mail-Ins • Self-Liquidators  
• Pick and Pack • Inventory Control • Custom Reporting  
• USPS Plant Load for Bulk Mail Distribution.

**Specialization:** Outstanding Customer Service

**PROMOTION SUPPORT SERVICES, INC.**

2832 5TH Street  
Rock Island, IL 61201

**Phone:** (309) 788-4400

**Fax:** (309) 788-4465

**Contacts:** Dave Bender, President/CEO;  
Vicky Weekley, Client Services Manager,

**E-mail:** dbender@pss-inc.net or

vweekley@pss-inc.net

**Website:** www.pss-inc.net

**Year Founded:** 1989

**Company Description:** PSS provides a broad range of fulfillment, data capture and data processing services in support of consumer promotion, sampling and direct response clients. FDA & DEA Registered warehouse.

**Specializations:** High value rebates, premiums, samples and kitting for In-Store demos. Expedited turn around and very high quality produced in a very cost effective environment.

# Resolve

**RESOLVE CORPORATION**

20770 Westwood Dr.  
Strongsville, OH 44149

**Phone:** (800) 741-9972

**Contact:** Amy Snyder

**E-Mail:** info@resolvecorporation.com

**Website:** www.resolvecorporation.com

**Company Description:**

When performance, cost, quality and ease of execution are essential for success clients rely on Resolve for customized fulfillment and distribution programs. With 21 locations in the United States and Canada and over 2 million square feet of storage capacity, Resolve is one of the largest companies in North America dedicated to providing marketing promotion support solutions.

**Specializations:**

- P-O-P Fulfillment & Distribution
- Consumer Fulfillment
- Custom Kit Assembly
- Inventory Management
- Web-based Order Management
- Web-based Reporting
- Call Center Solutions/IVR
- Rebate Processing
- Sweepstakes, Games, Contests
- Loyalty Programs
- Document Imaging/Scanning
- Direct Mail
- Print-on-Demand

**SJI, INC.**

500 South Ewing Street, Suite A  
Saint Louis, MO 63103

**Phone:** (314) 336-1331

**Fax:** (314) 336-1332

**Contact:** Mark Shevitz, President

**Website:** www.sji-inc.com

Creative Events Fulfillment  
Our 20 years of expertise in Promotion Management ensures a fully integrated campaign rolls as planned.

**Specialties:** Sweepstakes/Games Management, Sample Assembly, Contact Center, Database Management

**USA FULFILLMENT****ONE-STOP FULL SERVICE FULFILLMENT**

201 Talbot Blvd  
Chestertown, MD 21620

**Phone:** (800) 777-8872

**Fax:** (410) 810-0910

**Contact:** Sheila Roy, sroy@usafill.com, Phone: ext. 239;  
Dan Meehan, dmeehan@usafill.com, Phone: ext. 217

**Website:** www.usafill.com

**Mission Statement:** Working together to go beyond the expectations of our clients and associates while achieving profitability for all parties...

**Year Founded:** 1983

**Program/Services:**

- Broadcast Emails
- Call Center/IVR
- Catalog
- Collateral Distribution
- Continuity Programs
- Direct Response
- E-commerce/EDI/FTP/Web
- Incentive Programs
- On-Line Promotions/Reporting
- Pick/Pack
- Premiums
- Rebates
- Sampling
- Turn Key Sweepstakes/Contest
- Website Design/Hosting

**20+ YEARS OF EXCELLENCE**



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Linens n  
Things  
Full Page  
Ad



**WOLFF/SMG**

96 College Ave.

Rochester, New York 14607

**Phone:** (585) 461-8300

**Contact:** Ray DeMonte, CEO

**E-Mail:** info@wolff-smg.com,

rdelmonte@wolff-smg.com

**Website:** wolff-smg.com

**Year Founded:** 1981

**Branch Offices:**

Newark, New York 14513

**Capabilities: Promotional Support Service**

**Provider, Consumer/Business-2-Business**

- Fulfillment services products/premiums/  
database services, loyalty/CRM/customer support,  
teleservices, inbound/outbound/cashiering/credit  
card/online order management, warehousing/  
distribution, POS, catalog/product sales, order  
management/kit assembly, lettershop, gift-with-  
purchase, pick/pack/ship, sweepstakes, rebates,  
refunds, custom services, event staffing/  
management. Proven process/references.

**Professional Affiliations:** FMA



**YOUNG AMERICA CORPORATION / GLOBAL  
FULFILLMENT SERVICES**

717 Faxon Road

Young America, MN 55397

**Phone:** (800) 533-4529

**Contact:** David McIntyre, Sr. VP, Sales

**Website:** www.young-america.com / www.gfsinc.com

Two industry leaders, Young America Corporation (YA) and Global Fulfillment Services (GFS), have merged, creating a new standard of excellence for promotion fulfillment.

- Rebates
- Web-Rebates™ & Paperless-Rebates™
- Gift Cards & Prepaid Debit Cards
- Sweepstakes, Games & Contests
- Targeted Sampling
- Continuity & Loyalty Programs
- Premiums & Merchandise

YA/GFS delivers unparalleled quality and innovation with the ultimate goal of exceeding the expectations of our clients and their customers.

**GIFT CARDS/CERTIFICATES**



**1 TO 1 MARKETING SOLUTIONS**

**Phone:** (800) 818-7776

**Contact:** Tim Thavis

**Website:** www.1to1card.com

Providing seamless prepaid/debit card solutions to Agencies and Marketing Firms

- ◆ Visa/MasterCard Certified
- ◆ Quick Turn-Arounds
- ◆ Needs-Based Solution Experts
- ◆ Customer Acquisition, Repeat-Purchase, Loyalty Programs
- ◆ Win/Win Financial Models
- ◆ Ideal Alternative to Gift Certificates, Retail Gift Cards

Gift Cert.  
Center 1/2  
Horizontal

# Safeway Full Page Ad

## EMI Music Marketing

### EMI MUSIC MARKETING

Headquarters:

5750 Wilshire Blvd., Suite 300  
Los Angeles, California 90036

**Phone:** (323) 692-1224

**Contact:** Shelli Hill

**E-Mail:** Shelli.hill@emimusic.com

**Website:** www.emicapsm.com

Please see our main listing in the Music Marketing Section.



### HYATT HOTELS & RESORTS®

71 S. Wacker Drive  
Chicago, IL 60606

**Phone:** (312) 780-5549

**Fax:** (312) 780-5283

**E-Mail:** scott.walker@corphq.hyatt.com

**Website:** www.hyatt.com

# Macy's 1/3 S

### Company Description: Hyatt Incentive & Promotion Certificates

Travel motivates like no other reward. To get them to go to the end of the earth for your company... just send them to Hyatt.

### Programs/Services:

Hyatt Stay Certificates™ let you award rejuvenating stays at participating Hyatt Hotels and Resorts worldwide. Hyatt Weekend Certificates™ are good for two- or three-night weekend getaways, including breakfast each morning at participating locations in the Continental U.S. and Canada. Hyatt Check Certificates™ are available in denominations from US\$25 to US\$500 and can be used for a variety of eligible Hyatt services worldwide, such as dining, green fees, spa services, even towards lodging. Hyatt \$100 Certificates are redeemable for \$100 off a two-night stay at participating Hyatt Hotels and Resorts worldwide.

Expiration Date: 15 months from date of issuance



### LINENS'N THINGS

6 Brighton Road  
Clifton, NJ 07015

### DREAM BIG. PAY LITTLE.

Make Linens'n Things your ultimate home resource.

The brands you dream of Liz Claiborne, Waverly, Nautica, Calphalon, Cuisinart, Dyson and so many more.

The selection you dream of Fashion Bedding Sheets, Bath Accessories, Towels, Window Fashions, Wall Décor, Lighting and much more.

The low prices you dream of. Guaranteed.

Feel confident shopping with Linens'n Things anytime because we guarantee low prices every single day. And, if you find a lower price on the same thing anywhere else, even on sale, they'll match it.

To shop or locate the store nearest you call toll-free 1-866-568-7378 or visit LNT.COM



### SPAWISH, INC.

520 Fellowship Road  
Suite D406  
Mt. Laurel, NJ 08054

**Phone:** (888) SPA-WISH (772-9474)

**Contact:** Leslie Hendricks, Manager of Corporate Sales

**E-Mail:** Leslieh@spawish.com

**Website:** www.spawish.com

**Company Description:** SpaWish Certificates enable anyone to receive relaxing and pampering spa services. The perfect choice for incentive and reward programs, SpaWish Certificates are redeemable at 1,000 day spas located throughout the United States.



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Sears  
Full Page  
Ad

## GUERRILLA MARKETING



### GIGUNDA GROUP, INC.

540 N. Commercial St.  
Manchester, NH 03101  
**Phone:** (603) 314-5000

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

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

**Website:** www.gigundagroup.com

**Company Description:** We are a dynamic marketing company that thinks strategically, wraps our imagination around your brand, bring dazzling consumer experiences to life and execute flawlessly time and time again!

*We Engage consumers, Evolve behavior,  
and Elevate brands.*

We go to the sidelines at the NFL Super Bowl with **Campbell's**... On the road with Britney Spears & **Nabisco**... Courtside with **Kraft** & the NCAA... Backstage with the American Idols & **Kellogg's**... On site at family festivals with **P&G's** Charmin Mobile Restroom & Pampers Inspired By Babies tour... Upstream with **Pepperidge Farm's** Goldfish mobile... Shopping with **Discover Card** at Mills Malls... Back to School with our exclusive **College Kit™** Fall Welcome Gift... Coast to coast with **Wal-Mart, Target, Kroger, Publix**, & every other retailer.

We go. Do you?

### Programs/Services:

#### Experiential Marketing:

Event Production  
Mobile Tours  
Sports and Entertainment Marketing  
Sponsorship and Retail Activation

#### College Marketing:

The College Kit® Fall Welcome Gift — The most requested college co-op program in the country! Distributed annually to 1,000,000 students.



### MAYA MARKETING, INC.

300 Main Street  
Stamford, CT 06901

**Phone:** (203) 975-7778

**Fax:** (203) 975-7715

**Contact:** Richard Greene, President

**E-Mail:** rich@mayamarketinginc.com

**Website:** www.mayamarketinginc.com

*Please see our main listing in the Agency Section.*

## HEALTHCARE MARKETING



Your Merchandise Agency™

### BENSUSSEN DEUTSCH & ASSOCIATES, INC.

(BD&A)

15525 Woodinville-Redmond Road NE  
Woodinville, WA 98072

**Phone:** (425) 492-6111

**Fax:** (425) 492-7222

**Contact:** Steve Avanesian, VP-Marketing

**E-Mail:** steve@bdainc.com

**Website:** www.bdainc.com

#### Branch Offices:

Seattle, Austin, Bentonville, Charlotte, Cincinnati, Dallas, Denver, Indianapolis, Irvine, Kansas City, Memphis, Portland, San Francisco, San Jose, Washington D.C., Chicago, Thousand Oaks, Shenzhen (China)

#### Company Description:

BD&A is the nations leading merchandise agency. The agency designs effective merchandise programs to maximize a brand's visibility and delivers true ROI.

#### Specialization:

BD&A specializes in branded merchandise, sales promotions, licensing, channel marketing, B2B marketing, DTC marketing, cross-promotions, sports and entertainment marketing, sales incentives, event planning, custom product development, fulfillment and e-commerce.

#### Clients:

AOL, Bank of America, Best Buy, Dell, Disney, Crayola, Eli Lilly and Company, FedEx, ExxonMobil, Fox, Johnson and Johnson, Lowe's, M&M's, Nike, Nintendo, Toys "R" Us, Wal-Mart, Yahoo

#### Mission:

BD&A is dedicated to becoming the world's best merchandise agency offering an integrated set of brand services that maximizes our client's investment in promotional marketing and brand development.



### ERVIN MARKETING CREATIVE COMMUNICATIONS

9120 Olive Boulevard  
St. Louis, MO 63132-3702

**Phone:** (314) 994-1155

**Fax:** (314) 994-1159

**Contact:** DeLancey Smith, President

**E-Mail:** dsmith@erwin-marketing.com

**Website:** www.erwin-marketing.com

**Year Founded:** 1988

**Company Description:** A PROMO 100 agency, E=MC2 is a full-service, marketing communications company offering brand marketing programs for business-to-consumers, business-to-business, and business-to-employees. We're imaginative, creative, flexible, accessible, promotion-focused professionals with a mission: to create words, pictures, music, motion or experiences that energize and motivate customers, employees and prospects.

**Clients include:** Ascension Health, Assoc. for Corporate Growth, Capital For Business, Ford Motor Company, Lesaffre Yeast Corp., OSI, Pfizer Consumer Healthcare, Sleepmatters, Inc., SSM Healthcare, THF Realty, Warner Bros., Warner Home Video.



### HEALTHSTART

298 Fifth Avenue  
New York, NY 10001

**Phone:** (212) 994-9357

**Fax:** (212) 695-2936

**Contact:** John Garrett, President

**E-Mail:** john@medizine.com

**Company Description:** HealthSTART is a custom healthcare marketing program that integrates prescription drugs with consumer products that are directly delivered to consumers in the doctor's office at the point of diagnosis for managing lifestyle changes.

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Walmart  
Full Page  
Ad

## IN-PACK/ON-PACK PROGRAMS

**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, Delray Beach, Ft. Lauderdale, FL

**Company Description:** For over 18 years, a leader in developing value-added national sales promotions, tie-ins, on-packs/in-packs and custom sampling.

**Specializations:** In-pack and on-pack value-added sales promotions.

**Programs/Services:** Custom promotions in Food & Beverage, HBA, Housewares, Entertainment, Computer Software, etc. targeting kids, college, moms and seniors.

**Company Statement:** We have worked with over 500 packaged goods brands to create increased sales, targeted promotions with in-pack and on-packs.

**Professional Affiliations:** PMA, Product Sampling Council, FDMA.

**MEDIATREE**

77 East Halsey Road  
Parsippany, NJ 07054

**Phone:** (800) 608-2811

**Fax:** (973) 781-1071

**Contact:** Bill Grassmyer

**E-Mail:** bgrassmyer@telenations.com

**Website:** www.rockyourbrand.com

Stored-value cards are truly the most versatile tool available for your on-pack needs. Cards include Music Download, Ringtone, Photo Print, Magazine Subscription and Phone Time. Cards drive sales of your product by directing consumers online and then back to shelf by placing an up-sell offer on branded custom website. Interact like never before!

IN-STORE MARKETING/  
PROGRAMS**CCCOMPLETE, INC.**

309 SW 6th Ave - Suite 200  
Portland, OR 97204

**Phone:** (866) 222-6675

**Contact:** Dan Hilderbrand, VP

**E-Mail:** danh@cccomplete.com

**Website:** www.CCComplete.com

CCComplete creates Web and telephone data-capture solutions to streamline the collection of your in-store sampling/demonstration data.

If your company collects feedback from in-store demonstrators using mail-in forms, the reports you need are in the mail — stuck in transit until midweek. When the reports arrive, your staff will spend hours or days opening each envelope and manually entering the data into your system. This process is labor-intensive, costly, and error-prone — especially if your company manages hundreds or thousands of events each week.

CCComplete, Inc. offers an easy alternative.

Our proven, cost-effective **Event Assistant™** service enables you to collect feedback from in-store demonstrators over the phone or the Web, and to produce comprehensive reports instantly.

With **Event Assistant**, your marketing service organization (MSO) has complete control over questionnaire-setup and result gathering. To create a new questionnaire, simply log in to our Website and enter your questions into the job-setup form. You specify the types of answers that are acceptable and the range of values that may be entered — controls that help improve the quality of the data you are collecting.

The next step: voice-record your questions so demonstrators can respond over the phone.

**Event Assistant** eliminates the need for specialized recording equipment or expensive voice talent by allowing you to record the questions yourself, using your own telephone—simply by calling a dedicated toll-free number and following the prompts.

Because the job-setup process is entirely under your control, you can create and update questionnaires quickly and easily — on your schedule — without expensive outside involvement. The **Event Assistant** Web and voice-response tools are easy to use and require very little administrator training. And there is no equipment for you to buy or software to install, so your savings begin on the first day.

When demonstrators complete the questionnaire over the phone or on the Web, their answers are automatically entered into a database that **Event Assistant** maintains on your behalf. The results are available immediately for use by your administrative staff. This information includes answers to the product-related questions, as well as whether a scheduled event actually occurred — and if not, the reason why. These features enhance accountability of the demonstrator to you, and you to your client, and help your MSO quickly identify and correct on-site problems.

In most cases, MSOs also require demonstrators to submit signed paperwork to document that they preformed the assigned even. **Event Assistant** prepares these reporting forms for you, using a document format that you and CCComplete design collaboratively when you first begin using the service. The forms contain all the details of where and when the demo is to be performed, the UPCs and quantities for the products and enhancements being demonstrated, and the questions that the demonstrator must answer after completing the event. Also, each form is preprinted with an event ID that uniquely identifies the product(s) being demonstrated, the location of the event, and the date and time of the event. The demonstrator enters this event ID to select the appropriate questionnaire.

At CCComplete we solve business communication problems every day.

**THE CONTEST FACTORY**

25 West Drive

Bayonne, NJ 07002

**Phone:** (201) 339-2626

**Fax:** (201) 339-0071

**Contact:** Jeff Shapiro

**E-Mail:** info@thecontestfactory.com

**Website:** www.thecontestfactory.com

**Branch offices:** Chicago, Los Angeles, Miami  
**Company Description:** Full service agency offering a wide range of capabilities from sweepstakes management to POS production and distribution.

**Specialization:** Contest and sweepstakes development, game seeding and security, Web game development, game piece production, POS production, 800-900 phone sweepstakes, international contests and sweepstakes.





**CSA MARKETING, INC.**

1566 NW 108 Avenue  
Miami, Florida 33172  
**Phone:** (305) 661-8828  
**Fax:** (305) 661-5588

**Contact:** Jorge Fusté, President/CEO  
**E-Mail:** info@csamarketing.com  
**Website:** www.csamarketing.com

**Regional Offices**

Bentonville, New York, Chicago, Los Angeles, Puerto Rico

Please refer to our expanded listing in the Promotions Agency section.



**FLOORGRAPHICS, INC.**

242 Princeton Avenue, Suite 120  
Hamilton, NJ 08619  
**Phone:** (609) 528-9200  
**Fax:** (609) 689-0204

**Contact:** Jayne Mullen-Sampson, Vice President, Marketing  
**E-Mail:** info@floorgraphics.com  
**Website:** www.floorgraphics.com

**Branch Offices:** Atlanta, Chicago, San Diego  
**Company Description:** A full-service media company that places advertising campaigns in-store. FLOORgraphics contracts for the exclusive right to offer its high impact in-store advertising in top-performing grocery and drug stores in the U.S. as well as represents innovative outdoor and promotional media opportunities.

**Specialization:**

FLOORads suit a variety of in-store advertising needs and applications to achieve brand objectives.

**FLOORplus! programs:**

- FLOORad: Conventional 6 sq. ft. of advertising space
- FloorBILLBOARD: 12 sq. ft. FLOORad that dominates the category
- STREETtalk: for outdoor applications
- FLOORanimation (interactive FLOORads with light and sound)
  - o Talking FLOORad
  - o Light Only FLOORanimation
  - o Wallanimation
  - o Counteranimation

**IN-STOREplus! programs:**

- COUPONplus!
- SHELFplus!
- FREEZER plus!
- TAKEplus!
- CARTplus!

Multi-Image & Animated City Lights Displays turn a series of static images into an animated brand experience — available in variety of sizes from a two-sided shelf ad to bus shelters.

**Additional Services:** Marketing Research services & ROI Analysis; Creative Services; Store Servicing; Turn-key Media production and In-store Placement

**Programs/Services:** Thirteen, four week advertising cycles per year, program category exclusive placement.

**Clients:** FLOORgraphics continues to deliver the benefits of its FLOORad program to more than 200 satisfied national advertisers including top CPG manufacturers like: Kraft Foods, Heinz, Procter & Gamble and Georgia Pacific.

**Company Statement:** FLOORads capitalize on the ideal location for product advertising at the “BUYING MOMENT”—at the point-of-sale where 73% of brand purchase decisions are made. FLOORads activate advertising campaign recall, reinforce brand equity and deliver sales impact.



**INSIGNIA SYSTEMS, INC. / INSIGNIA POPS®**

6470 Sycamore Court North  
Maple Grove, MN 55369  
**Phone:** (763) 392-6200  
**Fax:** (763) 392-6222

**Contact:** Scott J. Simcox, VP Marketing  
**E-Mail:** marketing@insigniapops.com  
**Website:** www.insigniapops.com

**Company Description:** Developer and marketer of in-store advertising and promotional products, programs and services to retailers and consumer goods manufacturers.

**Programs/Services:** Insignia's POPSign® program is a national, product- and account-specific, shelf-edge advertising program that delivers superior sales increases, while building brand and store equity. POPSigns provide product features and benefits from manufacturers in retailer-specific designs; targeted messaging and pricing on a store-specific basis; a full line of product options; lead times as short as 3 weeks; and the highest documented sales lift of all at-shelf priced signs.



**LEVERAGEPOINT MEDIA**

2895 Greenspoint Parkway  
Hoffman Estates, IL 60195

**Phone:** (800) 783-7171  
**Contact:** Kathleen Bonetti, V.P. of Marketing  
**Website:** www.leveragepointmedia.com

LeveragePoint Media provides effective in-store marketing solutions for packaged goods and pharmaceutical products, including:

- **Label\$Dollars™:** programs that make it easy to cross-promote in high-traffic supermarket perishable departments with coupons, recipes and other incentives.
- **Rx EDGE®:** enables pharmaceutical marketers to reach targeted consumers with at-shelf information dispensers, counter units and floor displays in over 16,000 pharmacies.
- **ImpactPoint™:** in-store POP materials that deliver recipes, coupons, or other promotional information in a variety of key store locations.



**MARKETING DRIVE WORLDWIDE**

372 Danbury Road  
Wilton, CT 06897-2530  
**Phone:** (203) 761-9125

**Fax:** (203) 834-1620  
**Contact:** Kathryn Benedett or Chris Barr, Co-Presidents-Wilton, kbenedett@marketingdrive.com or cbarr@marketingdrive.com  
**Website:** www.marketingdrive.com

**Year Founded:** 1989

**Other Offices:**

**Boston:** Michael Harris- Phone: 617-368-6701;  
E-mail: miharris@marketingdrive.com

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

**Specialized Services:** An innovator and industry leader in Co-Marketing, it is a center of excellence in both our Wilton, CT and Boston offices. We pioneered the menu approach to customer marketing through our Retail Menu Marketing® programs and have been on the leading edge of Co-Marketing for our clients for over a decade. We offer an unsurpassed depth of Co-Marketing expertise

listing continued on next page ↗

SUPPLIERS AND SERVICE COMPANIES

including Knowledge Management, ROI Evaluation Modeling, and Shopper Insights™ Concept Testing. Each Account Team is staffed with Channel and Tier I Customer Strategy Account Specialists. Our state-of-the-art technology systems facilitate turnkey Co-Marketing management.

**Company Statement:** Marketing Drive Worldwide is a full-service promotional marketing agency providing innovative marketing services to our clients around the world. We work with leaders of industry helping their brands realize their full potential.

**Clients:** Partial Listing includes: Coca-Cola, Aventis Pharmaceuticals, Visa, Palm, Sheaffer, Energy Star and ExxonMobil.

**Professional Affiliations:** Promotional Marketing Association of America, In-store Marketing Institute and MAA



**PROMOWORKS, L.L.C.**

500 East Remington Road  
Schaumburg, IL 60173

**Phone:** (888) 310-3555

**Contact:** National Sales: Gerry Marrone,  
Phone: (877) 596-8815;

**Bentonville Sales:** Eric Bergh, Phone: (800) 574-4970

**E-Mail:** info@promoworks.com

**Website:** www.PromoWorks.com



**Regional Offices:** Atlanta, Baltimore, Battle Creek, Bentonville, Calgary, Chicago, Cincinnati, Connecticut, Dallas, Denver, Houston, Los Angeles, New Jersey, New York, Phoenix, Pleasanton, Sacramento, Seattle

**PromoWorks Ranked in TOP 50 Agencies in PROMO100 (2004-2005)**

**PromoWorks is your single-source for a wide range of promotional marketing services including:**

- **In-Store Sampling**
- **PromoReports™**-real-time internet communications and reporting system
- **Retailtainment Events**
- **PSP™**(Proven Sales Performers)
- **Event Sampling**
- **Exclusive Point-of-Sale Innovation**
- **National Trade**
- **PromoDemo Table™**
- **PromoDisplay Kit™**-a demo kit that turns into an instant product display
- **PromoPull™**-the most versatile and cost-effective coupon dispenser
- **Full Range of Merchandising Services**
- **C-StoreWorks™**-sampling in over 15,000 c-stores nationally

PromoWorks is the only marketing services company that can deliver **Proven Sales Performers** for your next in-store sampling event. Made possible by our exclusive PromoPIN™ technology — it's the only demonstrator identification and sales performance tracking system in the industry.

**VELOCITY MEDIA GROUP, INC.**

62 Southfield Avenue, Suite 2  
Stamford, CT 06902

**Phone:** (203) 323-9701

**Fax:** (203) 323-9728

**Contact:** Carla Wilson

**E-Mail:** cwilson@velocitymediagroup.com

**Specializations:**

- National marketing network: in-store yielding 80% household penetration
- Brand equity messaging
- New product introductions
- Product sampling
- Themed events
- Purchase incentives
- Consumer research

**WORLDWIDE PROMOTIONS INC.**

3010 Westchester Ave., Suite 201  
Purchase, NY 10577

**Phone:** (914) 694-6500

**Fax:** (914) 694-2130

**Contact:** Steven G. Linder, President

**E-Mail:** slinder@worldwidepromotions.net

**Website:** www.worldwidepromotions.net



**Year Founded:** 2002

**Branch Offices:** Canada

**Company Description:** Worldwide Promotions Inc. specializes in partnership marketing. Our initiatives are geared towards packaged goods companies that are looking for increased awareness of their products in grocery, mass, drug and discount retailers. Our couponing, IRC and MIR's on average get a redemption rate of 2-5% and increase sales in the retail channels.

**INFLATABLES**



**AEROSTAR INTERNATIONAL**

1814 F Ave

Sioux Falls, SD 57104

**Phone:** (605) 331-3500

**Fax:** (605) 331-3520

**E-Mail:** mail@aerostar.com

**Sales Contacts:** Deb Husby

Allen Schlenker

Cindy Smith

**Web Sites:** www.aerostar.com (regular business)

www.inflatablefx.com (show business)

**Company Description:** A manufacturer of cold air inflatables, helium inflatables, remote control sports blimps, inflatable costumes and mascots, parade balloons and engineered-special effect inflatables, hot air balloons and a full service/repair facility.

"If you can dream it, we can build it"