



### YOUNG AMERICA CORPORATION

18671 Lake Drive East  
Chanhassen, MN 55317-9383

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

**Contact:** Jim Wohlever, CEO

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

Young America leads the industry in comprehensive rebate program management. We offer the best customer experience – fast, accurate, simple & seamless. And we offer the best client experience – accountable, responsive, proactive & innovative.

- Traditional rebates & Paperless-Rebates™
- Multiple reward options – checks, prepaid cards, gift cards, gift card reloads, merchandise alternatives, virtual rewards

## ONLINE MARKETING & ECOMMERCE

### CD/Computer Marketing and Replication

### E-Commerce Services



### PROMOTION MANAGEMENT CENTER, INC.

31205 Falcon Ave., P.O. Box 245  
Stacy, MN 55079

**Phone:** (651) 462-1213

**Toll Free:** (888) 562-1213

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

**Contact:** DeAnn Roy - President

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

**Web site:** www.pmci.us

**Year Founded:** 1983

**Company Statement:** PMC is committed to providing flexible, responsive services while minimizing overall fulfillment costs.

### Program/Services:

- Rebate/Refund Programs
- Coupon Clearing • Customer Service • E-Commerce Fulfillment • Sales Material Distribution
- Collating and Assembly • Telemarketing • Database Management • Sweepstakes Administration and Judging/Prize Fulfillment • Free Mail-Ins • Self-Liquidators • Pick and Pack

**Specialization:** Outstanding Client and Customer Service

## Email Marketing

### Interactive/Internet Marketing Specialist



### CAPITA TECHNOLOGIES, INC.

17600 Gillette Avenue  
Irvine, CA 92614

**Phone:** (760) 519-1112

**Fax:** (949) 851-9875

**Contact:** Christian Mouritzen, SVP eMarketing

**E-Mail:** cmouritzen@capita.com

**Website:** www.capita.com

**Branch Offices:** Irvine, Chicago, New York

**Company Description:** Capita Technologies is a leading eMarketing Technology company, servicing Fortune 1000 clientele and partner to dozens of the leading Marketing Agencies. Capita specializes in Online & Wireless Promotions, multilingual sites, banners, CRM/Campaign Management, Web sites, Hosting and idea generation.



### CATAPULT MARKETING

55 Post Road West  
Westport, CT 06880

**Phone:** (203) 682-4000

**Fax:** (203) 682-4996

**Contact:** P. Kramer, Chief Operating Officer

**Phone:** (203) 682-4020

**E-Mail:** pkramer@catapultmarketing.com

**Website:** www.catapultmarketing.com

**Other Offices:** Los Angeles, Phoenix, Bentonville, Nashville

**Company Description:** A marketing solutions agency that solves brand challenges using an action-biased approach incorporating award winning strategy, customer marketing, consumer promotions, advertising, merchandising, interactive, direct marketing, and cultural marketing to increase brand equity and sales.

**Specialization:** –Balancing brand communications, consumer messaging and retailer needs. No one knows retail better than us. It's key for all our clients, and the fastest growing area in the marketing mix. –We have direct relationships with the marketing departments at all the top retailers in the US. –We look at retail activation not as the end result of our marketing efforts, but as the beginning of developing a loyal consumer and customer franchise.

Catapult is a “client-centric” organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact (SPC™ model) links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will identify the full spectrum of marketing opportunities available to you, but, more important, also ensure that those opportunities are fully integrated into your strategy.

**Clients:** Dannon, Disney, Fosters, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, Subway Restaurants, Seeds of Change, Sunbeam, Uncle Bens, Reynolds.

**Company Statement:** Catapult is strategically integrated. *We focus on what people actually do, more than what they merely think or say, as the route to increased marketing effectiveness and efficiency.* –We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.

People who work at Catapult get exposure to, and participation in, many disciplines. We train people to think in ideas that sell, not promotions per se.



**EMMIS INTERACTIVE**  
 247 S. State Street, 7th Floor  
 Chicago, IL 60604  
**Phone:** (312) 986-7200  
**Contact:** Deborah Esayian, Vice President  
 Integrated Sales  
**Phone:** 239-898-9022  
**E-Mail:** desayian@emmisinteractive.com  
**Website:** www.emmisinteractive.com

**Company Description:** We specialize in developing custom integrated marketing solutions that maximize the strengths of interactive media with the reach of traditional media. Our unique 360-degree marketing approach is the foundation of several award-winning campaigns, setting the standard for how local media can best leverage the relationship it has with target consumers.



**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, Scottrade, Harrah's, Hardees



**Missing Activ8 Logo**

**THE SL AGENCY**  
 162 Merritts Road  
 Long Island, NY 11735  
**Phone:** (516) 694-1231  
**Fax:** (516) 694-1302  
**Contact:** Joe Mastrocovi, Managing Partner  
**E-Mail:** Joe@TheSLAgency.com  
**Website:** www.TheSLAgency.com

Expand your online and virtual presence within Web 2.0 with TheSLAgency's customizable Second Life branding and marketing opportunities. We offer innovative solutions to engage your brand in new virtual channels and to integrate cross channel promotions. Our years of real world and virtual world promotions produce successes for global elite brands and create tens of millions of brand impressions monthly. Contact us today to maximize your brand in the virtual and real worlds.

**VERVELIFE, THE DIGITAL PROMOTION AGENCY™**

625 N. Michigan Ave, 25th Floor  
 Chicago, IL 80811  
**Phone:** (312) 893-7000  
**Fax:** (312) 893-7001  
**Contact:** Justin Jarvinen, Founder & CEO  
**E-Mail:** ideas@vervelife.com  
**Website:** www.vervelife.com

**Company Description:** VerveLife is an award-winning provider of branded digital promotional experiences. We create custom code-based experiences that reward consumers with free music, movies, games and more.

**Areas of Specialization:** Custom online promotional and loyalty experiences, licensing, Web site development, database marketing, direct marketing, game development, online sweepstakes, e-mail marketing, music, movies and game downloads.

**Online Loyalty Programs**

**Online Marketing Consultants**

**Search Engine Marketing**



**OMNITURE**  
 550 E. Timpanogos Circle  
 Orem, UT 84097  
**Phone:** (801) 722-7000  
**E-Mail:** sales@omniture.com  
**Website:** www.omniture.com

**International Offices:** United Kingdom, Japan, France, Denmark

**Company Description:** Leveraging the power of Web Analytics and Search Engine Marketing, Omniture SearchCenter™ combines click and cost data from multiple search engines with visitor, lead, customer, order, or sales data from an organization's site into one easy-to-use interface, providing actionable insights into which keywords drive the highest value.

**Text Messaging**

**PROMOTIONAL CURRENCY**  
 2601 Network Blvd., Suite 414  
 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

- Proven Mobile Marketing Solutions
- Breakthrough Voice Marketing Campaigns
- Used by over Half of Top 100 Retailers

Reach your top consumers within hours with SmartReply's powerful Mobile and Voice Marketing Solutions.

Over 120 retail and packaged goods clients have achieved breakthrough results with our combination of winning strategies and proven technologies.

Execution is simple and lead times are short. To learn more - access our White Papers and Case Studies @ [www.smartreply.com](http://www.smartreply.com)



**THUMBSTAKES, INC.**

854 East Broadway  
Long Beach, NY 11561

**Phone:** (203) 641-0527

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

**Website:** www.thumbstakes.com

Thumbstakes is a full-service agency providing customized wireless solutions setting your brand apart from competitors in this exciting media.

- Promotion development and administration
- Mobile/wireless marketing
- Text Messaging
- Sweepstakes, contests, games

**Web Analytics**



**OMNITURE**

550 E. Timpanogos Circle  
Orem, UT 84097

**Phone:** (801) 722-7000

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

**Website:** www.omniture.com

**International Offices:** United Kingdom, Japan, France, Denmark

**Company Description:** Omniture is a leading provider of online business optimization software. Omniture's software, delivered to customers through hosted, on-demand services, offers an easier and more flexible way to see key performance indicators and manage online, multi-channel and off-line business initiatives without costly investments in IT infrastructure.

**PREMIUMS AND INCENTIVES**

**Advertising/Promotional Products**



Your Merchandise Agency<sup>SM</sup>

[www.bdainc.com](http://www.bdainc.com)

**BENSUSSEN DEUTSCH & ASSOCIATES, INC. (BD&A)**

15525 Woodinville-Redmond Road NE  
Woodinville, WA 98072

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

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

**Contact:** Ken Drechsel, Sales Director

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

**Website:** www.bdainc.com

**Vision Statement:**

To be the world's best Merchandise Agency<sup>SM</sup> by offering an integrated set of brand services that maximizes our clients' investments in promotional marketing and brand development.

**Branch Offices:**

HQ - Woodinville, Atlanta, Austin, Bentonville, Bridgewater, Charlotte, Cincinnati, Denver, Indianapolis, Irvine, Kansas City, Memphis, Minneapolis, Portland, San Francisco, San Jose, Thousand Oaks, Falls Church, Shanghai (China), Shenzhen (China)

**Specialization:**

BD&A specializes in branded merchandise for Fortune 500 enterprises, major sports leagues and global entertainment holding companies. Our deep-dive expertise includes custom branded merchandise campaigns, integrated e-commerce property development, sports and entertainment sponsorship activation, sales promotions and incentives, consumer products, licensing, medical marketing, B2B marketing, DTC marketing, cross-promotions, event planning, custom product development, and fulfillment.

**Partial Client List:**

Bank of America, Fremantle Media (owner of *American Idol* and other well-known shows), Microsoft, FedEx, ExxonMobil, The Home Depot, Johnson & Johnson, H&R Block, Eli Lilly and Company, Nintendo, Major League Baseball, Genentech



**BIG FISH BRANDING, INC.**

1894 Wilson Circle  
Erie, CO 80516

**Toll Free:** (888) 828-2279

**Phone:** (303) 828-2279

**Fax:** (303) 845-8001

**Contact:** Cindy Gibbs, President

**E-Mail:** cindy@bigfishbranding.com

**Website:** www.bigfishbranding.com

**Company Description:** Sushi-fresh ideas in promotional products marketing and traffic-stopping trade show promotions.

**2008 PROMO 100 Company; named fourth-fastest growing agency by PROMO; Communicator Awards "Award of Excellence" recipient for 2007**

**MEDTECH WRISTBANDS**

**Phone:** (866) 748-1117/(519) 686-0028  
**Fax:** (866) 748-3991/(519) 686-9389  
**E-Mail:** robertsa@medtechgroup.com  
**Website:** www.medtechgroup.com



Event ID Solutions, a division of MedTech Wristbands, is a world-leading manufacturer of customizable wristbands & promotional products. Our vibrant photo quality printing gives professional appearance to our products which are used for: advertising/promotions/ sponsorships, admission/re-entry, identification/security/special events, displays etc.



**PROMOCONCEPTS**

19862 Royal Devon Way  
 Wellington, FL 33449  
**Phone:** (800) 501-0048  
**Fax:** (866) 247-5068  
**Contact:** Madeline Naftal  
**Website:** www.promoconcepts.com

Promoconcepts your source promotional products: imprinted items/products.

**Made in America, Union Label or Imported**  
**Amazing: "2-HOUR Rush" & "24-HOUR RUSH"**  
**Service.**



**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 <http://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.



**RAINBOW MAGNETICS, INC.**

3221 W. MacArthur Blvd.  
 Santa Ana, CA 92704  
**Phone:** (800) 248-6200  
**Fax:** (714) 545-5164  
**Contact:** Robert Knapp, President  
 Bill Graham, VP Sales  
**E-Mail:** promo@rainbowmagnetics.com  
**Website:** www.rainbowmagnetics.com

**Description:** The Best Magnets on the Planet since 1974. Custom Magnet Mailers, Magnetic Sport Schedules, Magnetic Photo Frames and more. Call us Today!



**SOUND PROMOTIONS**

1216 Liberty Way  
 Vista, CA 92081  
**Phone:** (888) 222-1278  
**Fax:** (760) 560-2200  
**Email:** PrivateLabel@sound-promotions.com  
**Website:** www.Sound-Promotions.com



A leading provider of customized music CDs. The Private Label Collection offers music to match any promotional theme or target audience, from original artist recordings to instrumental compilations by the world's leading orchestras. 250 albums available. Four-color imprint in small quantities for fast turn-around, fully custom packaging in larger quantities.



**SONOMA PROMOTIONAL SOLUTIONS**

677 First Street West  
 Sonoma, CA 95476  
**Phone:** (800) 996-8655  
**Fax:** (707) 996-9957  
**Contact:** Tim Wetzel, Vice-President  
**E-Mail:** tim@sonomapromo.com  
**Website:** www.sonomapromo.com

**Company Description:**

- ❖ Nationally Recognized Innovative Premium Promotional & Incentive Products Manufacturer
- ❖ Custom Product Development
- ❖ Our satisfied clients include Fortune 500 companies, National Chains & Sports Teams, National Parks, Government Agencies & Distributors

- ❖ Working with Advertising Agencies, Merchandising & Marketing Departments
- ❖ Customer Support • Confidentiality • Flexibility • Speed
- ❖ Call Today for our latest Product Guide

### Cameras

### Caps/Hats

### Card Products/ Promotional

#### CARTAMUNDI

"A Heart of Cards"

**Phone:** (800) 892-2782 ext 248

**Fax:** (423) 297-9201

**Contact:** Clea Patrick, VP Sales

**Website:** [www.cartamundiusa.com](http://www.cartamundiusa.com)



#### TELE-PAK CARD PRINTING, INC.

421 Route 59

Monsey, NY 10952

**Phone:** (845) 426-2300

**Toll Free:** (866) 344-2300

**Fax:** (419) 781-2104

**Contact:** Jack Steinmetz, VP Sales

**E-Mail:** [sales@tele-pak.com](mailto:sales@tele-pak.com)

**Website:** [www.tele-pak.com](http://www.tele-pak.com) & [www.cardprinting.us](http://www.cardprinting.us)

Tele-Pak, Inc. and is an international innovator in plastic and plastic coated card printing and packaging. Offering complete services from design to printing and packaging.



VISANT

#### VISANT CORPORATION

2000 Spring Rd., Suite 400

Oak Brook, IL 60523

**Phone:** (708) 356-2201

**Fax:** (708) 681-1885

**Contact:** Bill Mulligan - V.P. Card Operations

**E-Mail:** [wmulligan@lehighdirect.com](mailto:wmulligan@lehighdirect.com)

**Website:** [www.visant.net](http://www.visant.net)

**Company Profile:** Visant, inventors of in-line laminated cards; ProCard – the super coupon (scented or unscented) & Adv-Card – for electronic transactions and data gathering also offer secure-wrap card packaging.

### Custom Apparel

### Debit Cards



#### Card Express Inc.

13766 Alton Parkway, Suite 150

Irvine, California 92618

**Phone:** (949) 885-2600

**Toll-Free:** (888) 4 CardEx

**Fax:** (949) 885-2699

**Email:** [Sales2@cardex.com](mailto:Sales2@cardex.com)

**Website:** [www.cardex.com](http://www.cardex.com)

**Company Description:** Card Express, Inc. ("CardEx") is a leading processor of prepaid debit card products and services since 1995.

CardEx provides Visa and MasterCard branded gift cards, incentive cards, payroll cards, travel cards, reloadable cash cards, teen/family spending cards and virtual cards.

### Die Cast Products

#### Winross Diecast Collectibles, LLC

456 N. Sanford Road

Churchville, NY 14428

**Phone:** (585) 293-0820

**Fax:** (585) 293-9155

**Contact:** George Pietropaolo - President

**E-Mail:** [gp@winross.com](mailto:gp@winross.com)

**Website:** [www.winross.com](http://www.winross.com)

### DVD Creation



#### ODDS ON CD & DVD MANUFACTURING

14 Sunset Way

Henderson, NV 89014

**Phone:** (702) 210-5081

**Fax:** (702) 318-6007

**E-mail:** [tomparham@mac.com](mailto:tomparham@mac.com)

**Website:** [www.OddsOnRecording.com](http://www.OddsOnRecording.com)

Odds On's CD replication facility contains all new state-of-the-art equipment. The facility is capable of generating over 4 million units each month for a variety of titles including music CDs, software CD-ROMs and DVDs.

Odds On's services, include recording, mastering, CD & DVD replication, DVD authoring, Graphic & Web Design.

### Gift Cards/Certificates

#### BEST WESTERN INTERNATIONAL

6201 N. 24th Parkway

Phoenix, AZ 85016

**Phone:** (866) 574-6475

**Fax:** (602) 957-5942

**Contact:** Gabrielle Moxley, Associate Program Manager, Travel Card

**Website:** [www.bestwestern.com/incentives](http://www.bestwestern.com/incentives)



Looking for a special gift that's the perfect fit? Want to say "thank you" for a job well done? Visit [www.bestwestern.com/incentives](http://www.bestwestern.com/incentives) to Give the Gift of Travel@!



**BLACKHAWK NETWORK**

5918 Stoneridge Mall Road  
Pleasanton, CA 94588

**Phone:** (866) 568-2747

**Contact:** Ashley Sakai, Manager, Corporate Cards

**Website:** www.blackhawknetwork.com

Blackhawk Network is a market leader in card-based financial solutions and the largest provider of third-party prepaid cards. Blackhawk Network delivers unique value to customers by combining their need for choice, flexibility and convenience with easy access to card-based financial solutions.



**Card Express Inc.**

13766 Alton Parkway, Suite 150  
Irvine, California 92618

**Phone:** (949) 885-2600

**Toll-Free:** (888) 4 CardEx

**Fax:** (949) 885-2699

**Email:** Sales2@cardex.com

**Website:** www.cardex.com

**Company Description:** Card Express, Inc. ("CardEx") is a leading processor of prepaid debit card products and services since 1995.

CardEx provides Visa and MasterCard branded gift cards, incentive cards, payroll cards, travel cards, reloadable cash cards, teen/family spending cards and virtual cards.



**HYATT HOTELS & RESORTS®**

71 S. Wacker Drive  
Chicago, IL 60606

**Phone:** (312) 780-5547

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

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

**Website:** www.certificates.hyatt.com

**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 Gift Cards and Check Certificates™ are available in denominations from US\$25 to US\$500 and can be used for a variety of eligible Hyatt services, such as dining, green fees, spa services, even towards lodging. Hyatt Gift Cards are redeemable in the U.S., Caribbean, and Canada, and the Hyatt Check Certificates are redeemable worldwide.

Expiration Date: 15 months from date of issuance on certificates



**SPAWISH, INC.**

520 Fellowship Road, Suite D406  
Mt. Laurel, NJ 08054

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

**Contact:** Joyce Newman, President ext 6

**E-Mail:** Joyce@SpaWish.com

**Website:** www.spawish.com

**Company Description:** SpaWish Certificates and Spatacular Awards help you motivate women (men too) with a blissful spa...ahh day. For your contest prizes, gifts and incentives – give SpaWish Certificates, welcomed for massages, facials and so much more...at thousands of day spas across the USA. Amazingly flexible and affordable for your next promotion.



**SPRINGBOK SERVICES**

**Phone:** (877) 300-4272

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

**Website:** www.SpringbokServices.com

**Company Description:** Springbok Services offers a variety of custom prepaid MasterCard® cards solutions to promote your products, drive customer loyalty, build your brand and increase sales. Springbok is a "one-stop-shop" providing fast and easy fulfillment of custom cards for programs of any size. Make your next promotion a huge success with Springbok Services.



**WALGREEN GIFT CARDS**

200 Wilmot Road, MS #2209  
Deerfield, IL 60015-4681

**Phone:** (877) 492-2222

**Contact:** Tim Gawron, Manager, Corporate Gift Card Sales

**E-Mail:** giftcardsb2bsales@walgreens.com

**Website:** www.walgreens.com/about/community/giftcards/faq.jsp

Reward, motivate and appreciate with a Walgreens Gift Card. Walgreens is a nationally recognized brand with more than 6,000 stores across the country. Each store carries 25,000 products, so there is something for everyone. Cards are available in any amount from \$5.00 to \$100.00. No dormancy fees or expiration dates.

**Professional Affiliations:** The Incentive Marketing Association.

### Music Cards

# EMI Music

#### 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

### Phone Cards

### Plastic Products

### Premiums: Incentives

#### ALL STAR INCENTIVE MARKETING

Sturbridge, MA 01566  
**Phone:** (800) 526-8629  
**Fax:** (508) 347-5404  
**Contact:** Brian Galonek, President  
**Website:** www.incentiveusa.com

As one of the largest ASI distributors, a manufacturer rep, stocking distributor, and full-service performance improvement company, All Star offers customizable incentive solutions incorporating a wide range of brand-named awards at the best prices, to motivate and reward employees; improve safety; increase sales and build loyalty.



#### APPLE INC.

1 Infinite Loop  
Cupertino, CA 95014  
**Phone:** (877) 275-IPOD  
**Contact:** Apple Corporate Gifting and Rewards Team  
**E-Mail:** volumeipod@apple.com  
**Website:** www.apple.com/ipod/imaging

Apple products are great gifts for incentive and acquisition programs. Order direct from Apple and get special pricing on orders of 50 or more products.

#### CHINATOWN SOURCING

3 West 18th Street, 3rd Floor  
New York, NY 10011  
**Phone:** (212) 847-7175  
**Fax:** (315) 320-0366  
**E-Mail:** sales@sourceryonline.com  
**Website:** www.chinatown sourcing.com



We manufacture custom-shaped USB flash memory drives using soft PVC in as little as 21 days! Ask us about Sticky Drive™ content management and reporting.

# EMI Music

#### EMI MUSIC MARKETING

**Headquarters:**  
1750 Vine St.  
Hollywood, CA 90028  
**Phone:** (323) 871-5442  
**Fax:** (323) 871-5225  
**Contact:** Lynn Haller  
**E-Mail:** lynn.haller@emicap.com  
**Website:** www.emicapsm.com



#### KENCO COMPANY – PLAYERS CLUB REWARDS

400 S. Beverly Drive, Suite 214  
Beverly Hills, CA 90212  
**Phone:** (800) 622-7346  
**Fax:** (800) 867-8463  
**Contact:** Christina Lesch  
**E-Mail:** christina@kencocompany.com  
**Website:** www.kencocompany.com;  
www.playersclubrewards.com

**Branch Offices:** Dana Point, CA

**Profile: Treat Loyalty like Royalty.** Full-service marketing company specializing in loyalty and incentive reward programs utilizing world famous branded and designer products. We are prime manufacturers, importers, and a direct source of items in all categories and price points. Creative, procurement, and fulfillment services.



#### LOVELY BABY SPECIAL PRODUCTS

P.O. Box 1374  
Bellmore, NY 11710  
**Toll-Free Phone:** (877) 695-2229  
**Phone:** (516) 409-5433  
**Contact:** Gary Brody  
**E-Mail:** info@lovelybabycd.com  
**Website:** www.CDincentives.com

Our internationally acclaimed music is your key into the lucrative baby and parenting markets. Leverage your campaign with an exclusive CD premium, placing YOUR brand in the hands, homes and lives of your customers. Lifestyle marketing through the power of music!

**Clients:** P&G, J&J, Novartis, Wyeth, Tyco Healthcare, Little Me



**MARLIN ENTERTAINMENT**

1720 Post Road East  
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



**MAXX MARKETING INC.**

233 N. Michigan Ave. Suite 1400  
Chicago, IL 60601  
**Phone:** (310) 592-6299  
**Fax:** (312) 596-3440  
**Contact:** Derek Quan – Director, Business Development  
**E-Mail:** derek.quan@maxx-marketing.com  
**Website:** www.maxx-marketing.com

**U.S. Branch Offices:** Chicago, Los Angeles

**Company Description:** Maxx Marketing is a fully integrated product-based marketing agency. Our expertise is in the custom design and execution of strategic merchandise programs for brand promotions, retail and entertainment marketing. We have 10 offices worldwide with sourcing and operations headquarters located in China. Our services include:

- Strategic Planning & Entertainment Licensing
- Partnerships & Alliances
- Product Engineering & Development
- Design Ideation & Manufacturing
- Product Integrity & Total Quality Management
- POP & Point of Sales Merchandise
- Package Design
- Global Logistics Management

**MYTEGO.COM**

370-112 Market Avenue  
Winnipeg, MB R3B 0P4 Canada  
**Phone:** (204) 942-2169  
**Fax:** (866) 281-2150  
**Contact:** Doyle Bughler  
**E-Mail:** doyle@mytego.com  
**Website:** www.mytego.com

Personal branding direct to your audience; custom branded skins and promotion programs with your brands for all personal hand-held cellphones, iPods, laptops. Now it's personal.



**PROMOTION SERVICES GROUP**

8000 Norman Center Drive, Suite 400  
Bloomington, MN 55437  
**Phone:** (952) 346-6524  
**Fax:** (952) 346-6527  
**Contact:** Gretchen Parker, Vice President/  
Managing Director  
**E-Mail:** gparker@promotionservicesgroup.com  
**Website:** www.promotionservicesgroup.com

**Year Founded:** 1989

**Branch Offices:**

Norwalk, CT: Christine Hunihan, Operations Director; **Phone:** (203)-857-6109; **E-Mail:** chunihan@promotionservicesgroup.com

**Company Description:** PSG (a Marketing Drive agency) is focused entirely on premiums, sweepstakes, games and contests.

**Specialized Services:**

**Premiums:** On & Off Shore Product Sourcing & Procurement, Custom Design and Manufacturing, Ad Specialty, Incentive Programs and Sweepstakes Prizes.  
**Sweepstakes/Contest/Games:** Rule Writing, Legal Review, Program Administration and Management.

**Clients:** Partial Listing includes: Gillette, Staples, Con Agra, Regis Corporation and Select Comfort.

**Professional Affiliations:** ASI and Promotion Marketing Association

**Premiums/Incentives:  
Factory Direct**



**CASCADE PROMOTION CORPORATION**

1201 Radio Rd., Suite 100  
San Carlos, CA 94065-1217  
**Phone:** (650) 594-0007  
**Fax:** (650) 594-1758  
**Contact:** Stuart Birger, CEO  
**E-Mail:** info@cascapecorp.com  
**Website:** www.cascapecorp.com

**Branch Offices:** CA, MA, WA, NV, AZ, CT, NJ, NC, IL, LA

Cascade provides best-in-class brand-name merchandise for sales, dealer, employee, promotion, and loyalty incentive programs. The company utilizes East and West coast global distribution centers to bulk ship and drop ship rewards.

Cascade represents and distributes products from Sony, Callaway, Movado, Black & Decker, Cuisinart, Dooney & Bourke, Godiva, Waterford, and others. We provide turn-key services including electronic ordering systems, online points programs, extensive on-hand inventory, special event coordination, and implementation.



**RYMAX MARKETING SERVICES INC.**

19 Chapin Road, Bldg. B, P.O. Box 2024  
Pine Brook, NJ 07058

**Phone:** (866) 879-2215

**Fax:** (973) 808-4513

**Contact:** Olivier Jammaers, Sales Support Manager

**E-Mail:** ojammaers@rymaxinc.com

**Website:** www.rymaxinc.com

**Professional Affiliations:** NAER, IMA, IMRA

Looking for a memorable way to reward and thank your customers or employees? Turn to Rymax for luxury merchandise from brands such as Bowflex®, Hartmann®, Monster® Cable, and Toshiba. Our strong partnerships with these manufacturers allow us to pass on benefits to you such as factory-direct pricing and access to the newest items on the market!

Not only are we the incentive merchandise experts - we also specialize in the creation customization, and fulfillment of incentive solutions. Brand name merchandise, coupled with a turn-key rewards program from Rymax, is sure to leave a lasting impression!

**T-Shirts**

**T-Shirts: Compressed**

**Tatoos/Temporary**



**TATTOO FACTORY, INC.**

2828 Proctor Road  
Sarasota, FL 34231

**Phone:** (941) 923-4110

**Fax:** (941) 923-3139

**Contact:** Stephen Bloom

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

**Website:** www.tattoopromotionfactory.com

**Company Description: TEMPORARY TATTOOS**

- Award Winning family ownership, with reliable and experienced manufacturing. **GUARANTEED LOW PRICES, INDUSTRY'S PREMIUM QUALITY, FAST DELIVERY AND SAFE.** Premiums, In-Packs and Give-a-ways.

**PRINTERS**

**Document Imaging/Scanning**



**RESOLVE CORPORATION**

20770 Westwood Drive  
Strongsville, OH 44149

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

**Contact:** Todd Kosich, SVP, Sales & Marketing

**E-Mail:** Todd.Kosich@resolve.com

**Website:** www.resolve.com

**Resolve Corporation – Canada**

85 The East Mall  
Toronto, Ont., M8Z 5W4

**Company Description:** Resolve is a full service provider of fulfillment services, specializing in document imaging/scanning and web-based retrieval methods.

**Specializations:**

- Conversion of paper documents to electronic images
- Data entry of scanned images
- Online storage/data management
- Efficient access and retrieval of electronic data
- Form design and consultation
- Integration of physical documents, voice recordings and IVR transcription

**Printers: Lenticular**



**PROMOCONCEPTS**

19862 Royal Devon Way  
Wellington, FL 33449

**Phone:** (800) 501-0048

**Fax:** (866) 247-5068

**Contact:** Madeline Naftal

**Website:** www.promoconcepts.com

Promoconcepts your source promotional products: imprinted items/products.

**Made in America, Union Label or Imported**  
**Amazing: "2-HOUR Rush" & "24-HOUR RUSH" Service.**

**Printers: Promotional Collateral**



**Quebecor World**

150 E. 42nd Street 11th Floor  
New York, NY 10017

**Phone:** (212) 583-6583

**Fax:** (212) 583-6663

**Contact:** Lisa Emory

**E-Mail:** lisa.emory@quebecorworld.com

**Website:** www.quebecorworld.com

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

**TEK LABELS & PRINTING**

472 Visa Way  
Milpitas, CA 95035

**Phone:** (408) 586-8107

**Fax:** (408) 586-8127

**Contact:** Jim Di Bona, President

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

**Website:** www.teklabel.com



**Company Description:** In addition to producing high-quality, custom pressure-sensitive labels, TEK Labels and Printing has established itself as a supplier of a wide variety of promotional labels products. Our capabilities range from blank labels to those requiring 10 print stations.

**Products:** LABELS, FOLDED COUPONS, EXTENDED-CONTENT LABELS, IRCs, SCRATCH & SNIFF LABELS, STATIC CLING LABELS, DRY-RELEASE COUPONS, SCRATCH-OFF LABELS, CHANNEL STRIPS, SHELF DANGLERS

### Printers: Screen Printing



**PROMOCONCEPTS**  
19862 Royal Devon Way  
Wellington, FL 33449  
**Phone:** (800) 501-0048  
**Fax:** (866) 247-5068  
**Contact:** Madeline Naftal  
**Website:** www.promoconcepts.com

Promoconcepts your source promotional products: imprinted items/products.

**Made in America, Union Label or Imported**  
**Amazing: "2-HOUR Rush" & "24-HOUR RUSH" Service.**

### Printers: Security



**SCIENTIFIC GAMES INTERNATIONAL**  
1500 Bluegrass Lakes Parkway  
Alpharetta, GA 30004  
**Phone:** (770) 664-3704  
**Fax:** (770) 772-7674  
**E-Mail:** kristin.eastbrooks@scientificgames.com  
**Website:** www.scigames.com

**Locations:** Georgia, UK, Chile, Germany

**Company Description:** Full-service security printer offering many promotional products for sweepstakes, contests and promotions including scratch-off game cards and pull-tabs. E&O insurance coverage. ISO 9001 Certifications.



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

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

## PROFESSIONAL SERVICES

### Creative Resources

### Executive Recruiters

### Legal Resources



**MANATT, PHELPS & PHILLIPS**  
7 Times Square  
New York, NY 10036  
**Phone:** (212) 790-4664  
**Fax:** (212) 790-4545  
**Contacts:** Linda A. Goldstein, William M. Heberer  
**Emails:** lgoldstein@manatt.com, wheberer@manatt.com  
**Web:** www.manatt.com

The national law firm of Manatt, Phelps & Phillips has developed one of the premier practices in the areas of entertainment law, branded entertainment, gaming, and advertising, marketing and media. Our clients encompass leading global entertainment and media companies as well as high-profile talent in the motion picture, television, radio, publishing and music industries. Manatt lawyers utilize their comprehensive experience to span the full range of creative, production and operating concerns. Unlike boutique firms we have full-service capabilities to ensure that all our clients' needs are addressed with coordinated assistance tailored to their concerns.

**Specialization:** The Advertising, Marketing and Media Group regularly represents advertisers, advertising agencies, and trade associations on matters regarding: reviewing advertising for legal acceptability; false advertising challenges; network and media clearance issues; advertising and entertainment contracts; copyright and trademark issues; rights of privacy and publicity; sweepstakes, contests and other promotions; and branded entertainment. Manatt has extensive experience in representing clients in proceedings brought by the Federal Trade Commission and by State Attorneys General throughout the country. Manatt has handled numerous high profile FTC investigations and enforcement actions involving substantiation of advertising claims, compliance with Trade Regulation Rules, and various marketing practices.

Research Services



VSI TARGETING

2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: (336) 631-2500
Fax: (336) 631-7777
Contact: Scout Ewing, Director of Customer Support & Analytics
E-Mail: sewing@vsitargeting.com
Website: www.vsitargeting.com

Coupon Optimization™

Using specialized data and technology, uncompromising objectivity and proven strategies, VSI Targeting can help you optimize your coupon promotions. That means focusing your promotional spending where it can have the biggest impact. It's not only a matter of being cost-conscious; it's smart to put the best coupon offers in the hands of targeted consumers at the best possible time. That's how VSI's Coupon Optimization process makes coupons work to meet your brand's objectives. VSI Targeting enables clients to:

VSI Targeting enables clients to:

- Focus the coupon optimization process to set the best face values for each geographic FSI market.
• Determine where to drop each FSI offer, pinpointing specific markets that will provide the most impact for your objectives.
• Optimize complex, multi-brand (corporate) events.
• Integrate multiple sources of marketing data to generate custom analysis and insights tailored to your specific questions and needs.

By leveraging the power of VSI Targeting to deliver actionable information, you'll have the time and ability to make informed decisions, resulting in more successful promotions and greater impact from every promotional dollar.

VSI Targeting – The Couponing Experts™

Professional Affiliations: Promotion Marketing Association, Association of Coupon Professionals

RETAIL MARKETING

Coupons: Processing/ Mgt. Services



The Promotions Logistics Company

CMS, INC.

2650 Pilgrim Court
Winston-Salem, NC 27106
Phone: (336) 631-2565
Fax: (336) 631-2906
Contact: Debbie Settle, Director of Sales
E-Mail: debbie.settle@inmar.com
Website: www.promotionslogistics.com/coupons

CMS captures billions of transactions annually for more than 715 consumer product companies. Each transaction is executed with CMS's hallmark excellent operations and superior thought leadership. That same care and innovation is applied to your coupon program with unmatched:

- Transaction Settlement. Experience the fastest payment turnaround and lowest overall cost in the industry. Driven by a commitment to continuous improvement and innovation, CMS provides solid options from which to choose the best way of handling your coupon settlement.
• Redemption Assurance. Rigorous fraud detection and prevention processes facilitate paying only legitimate coupon submissions from legitimate retailers.
• Data Collection. Flexible data capture processes accommodate all types of retailer and submission channels while maintaining rigorous checks and quality controls.
• Information Management. You will find exactly the information you need, when you need it, through Alinea®, a comprehensive, online coupon management portal which provides the data and tools for timely, proactive decisions.
• Promotional Consulting. With over 20 years of promotional management experience, CMS is your source for industry trends and information.

CMS also sponsors www.CouponInfoNow.com, the industry's most comprehensive promotional planning resource.

Professional Affiliations: Promotion Marketing Association, Association of Coupon Professionals



NCH MARKETING SERVICES, INC.

155 Pfingsten Road, Suite 200
Deerfield, IL 60015
Phone: (847) 317-5608
Fax: (847) 317-5628
Contact: Mike Nicholes
E-Mail: mnichols@nchmarketing.com
Website: www.nchmarketing.com

In-Pack/On-Pack Programs



DON JAGODA ASSOCIATES

100 Marcus Drive
Melville, NY 11747
Phone: (631) 454-1800
Fax: (631) 454-1834
Contact: Bruce Hollander, EVP
Website: www.dja.com

Year Founded: 1962

Branch Offices: Pasadena, CA

Rely on DJA, a trusted promotion source for 45 years, to flawlessly execute your in-pack/on-pack programs. Many years of experience have enabled us to perfect our operations and confidently produce the highest quality results.

In-Store Marketing Programs

BDS MARKETING

10 Holland
Irvine, CA 92618
Phone: (949) 472-6700
Contact: Kristen des Chatelets, Managing Partner
E-Mail: marketing@bdsmtg.com
Website: www.bdsmtg.com