

- USS Cod
- William G. Mathers Maritime Museum (Historic Great Lakes Freighter)

Wine Dinner and House Participants In Style

- Renaissance Hotel on The Square
- Evening on the Town
- Limousine Transfers

PFI will work with you and local promotion partners to help you make your Rock 'n Run an even more unique and memorable event than it already is.

If You Want More Information About A Rock N Run The Warehouse Give Us A Call

Words in print tell only half the story of a Rock 'n Run The Warehouse. You've got to see one to believe it. If you or your client is truly interested in using a Rock 'n Run in their next promotion or incentive program, give us a call. We can provide testimonials, video footage and much more to tell the whole story of the most unique award an incentive winner could ever receive.



PFI On The Road

New York City Incentive Show

If you haven't already made your plans, there's still time to add a trip to the annual Incentive Show in New York City. This year's show is May 3-4. For those of you planning to attend the show, be sure to stop by the Partners For Incentives Booth #902. This will be a great opportunity to see all of the new 2006 award catalogs, the enhanced and improved Reflections Service Award program and all of the other products and services PFI provides its marketing partners. Joy Smith, VP Sales & Marketing, Mary Anne Comotto, President and Jim Kapcar Regional Sales Manager will be on hand to answer questions and discuss your incentive program award fulfillment needs.

Promotions East Show

In addition to the New York Show in May, PFI will have a booth at the Promotions East SAAGNY Show, June 6-7. Sue Niebuhr, Director of Sales and Jim Kapcar, Regional Sales Manager will be there throughout the show.

For more information or if you'd like to schedule a time to meet with one of the PFI Representatives at either show, call us at 1-800-272-7371. Ask for Sales or e-mail us at sales@spihq.com.



All New Online Plateau/Gift Program Is Coming in 2006

Gift/Plateau award programs are undergoing a resurgence in popularity. Research has shown that companies presenting gifts to their top clients, outstanding employees and most valuable suppliers do indeed receive more sales, increased productivity or better service as a result. Consider these facts regarding client gifts:

- The Promotional Products Association International conducts regular surveys of corporate gift givers and recipients. A PPAI study conducted several years ago showed that vendors who gave corporate gifts were twice as likely to increase their chances of being contacted by customers as those that didn't have a gift program.
- Harry & David, a gourmet food company that's a big player in corporate gifts, routinely sends gift packages to some 25,000 customers who spend more than \$1,000 a year with the company. Company research, comparing a control group of 5,000 prime customers receiving gifts with a similar group that didn't, revealed that the former increased their purchases by much more than the latter.

Watch in the months ahead for more important information about this exciting new online award collection and business-building opportunity from Partners For Incentives.



PFI Spring Holiday Schedule

The PFI Warehouse and Headquarters Offices will be closed on the following days:

- **Friday, April 14th in observance of Good Friday**
- **Monday, May 29th in observance of Memorial Day**

Partners *for* INCENTIVES

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→ April 2006

TIME TO REFLECT ON...



Three years ago, Partners For Incentives presented its all new, simplified years of service award system — *Reflections*. Since its initial release, *Reflections* has grown in popularity as more and more marketing partners have discovered the ease with which they can deliver a service award program to their clients.

Input from our marketing partners has provided us with valuable information from the service awards marketplace and as a result we have made important improvements and enhancements. Early on we expanded the number of levels adding a \$1,500 and a \$2,500 level. We've also increased the number of items in many of the most popular levels.

Now, for 2006 we are taking *Reflections* to an all new level.

Not only have we added new manufacturers and hundreds of new items, we've significantly enhanced the overall graphics and, most important, the presentation package for the employee recipient. Your clients now have the option to present years of service recognition in an elegant, black presentation box with a copper foil sticker closure. Industry research has clearly shown that the presentation of an employment anniversary gift is nearly as important as the gift itself. The new *Reflections* presentation

box is classic in style and will make a memorable impression on anyone receiving one.

Reflections Provides Value and Flexibility

Value and flexibility has made *Reflections* as popular as it has been. When compared to competitive years of service selections, *Reflections* consistently demonstrates the value your clients receive. In addition, 14 anniversary award levels provides important flexibility in choosing the award value for the years of service your clients choose to recognize at the level their budget allows.

The following is the 2006-2007 award levels and number of items:

COLLECTION	NUMBER OF PAGES	NUMBER OF ITEMS	DELIVERED PRICE
I	3	29	\$25.00
II	3	32	\$37.50
III	3	33	\$50.00
IV	3	33	\$75.00
V	3	34	\$100.00
VI	4	38	\$150.00
VII	4	32	\$200.00
VIII	4	23	\$300.00
IX	3	25	\$400.00
X	3	29	\$500.00
XI	3	29	\$750.00
XII	3	29	\$1000.00
XIII	2	21	\$1500.00
XIV	2	2	\$2,500.00
TOTAL NUMBER OF ITEMS: 408			

continued on page 2

Reflections Can Be Customized To Reflect Your Clients' Needs

Although *Reflections* has been developed as a "turn key" product, much of what makes up *Reflections* can be customized to meet your clients' specific needs. For example, custom or personalized service award selection sheets can be produced and added for any level. In addition, you can use any of the 2006-2007 PFI Plateau levels in lieu of the *Reflections* collection. Although the Plateau Collection features fewer "gift" awards, many of the levels have a much larger number of award selections.

One of *Reflections*'s greatest features is the ability to completely manage years of service award programs online. Your clients can communicate, present and fulfill employee

service awards completely online. All fourteen levels of *Reflections* and thirteen levels of the Plateau Collection are available.

The most important thing you need to remember is with *Reflections* you have the flexibility to build a program that fulfills your clients' service award objectives. You or your client decides which award collection and whether to present the awards online or in print. *Reflections* is easy to implement, cost efficient and has been effectively used to provide thousands of employees with the years of service recognition they deserved.

If your clients are looking to recognize and honor their loyal employees, you need to present them the *Reflections* Service Award Solution.



The PFI Incentive Planning Manual

Do you want to develop and manage an effective incentive program? Do you want to help your customers meet and exceed their employee or distribution channel performance objectives? Do you find the more you look into what it takes to develop and manage an incentive program, the more questions you have? If you find you are asking yourself these questions too often then you need to request a copy of the PFI Incentive Planning Manual.

The planning manual is a comprehensive 59 page primer on how to build effective, results-drive performance incentive programs. The manual clearly describes the differences between an incentive and recognition program and between sales and employee incentives. You will find descriptions of a wide variety of programs and program applications. You will also see useful descriptions of the many types of incentive awards including their strengths and weaknesses.

Probably the most valuable aspect of the planning manual is the section that gives you a step-by-step guide to building an incentive program, budgeting an incentive program and writing a proposal to sell the program.

The Incentive Planning Manual also includes a helpful section that provides rationale for the use of merchandise incentives and the most frequently and successfully used arguments against cash incentives.

CONTACT PFI FOR ASSISTANCE

The PFI Incentive Planning Manual is available upon request by calling 1-800-292-7371 (ask for sales) or e-mail: sales@spihq.com. The planning manual is a great place to start, but please let us know how we can be of further assistance. PFI's sales and marketing support staff has years of experience in designing incentive programs for companies throughout the United States and Canada. We will assist you in developing, budgeting and implementing an incentive program to meet any type of sales, marketing or recognition objective.



rock 'n run the warehouse

IMAGINE... You've got one minute, you wore your best pair of running shoes, the cart is empty and the aisles of the warehouse are bulging with TVs, DVDs, golf clubs, fitness gear and stereos. The colorful banners and streamers, the cheerleaders, event referees and rousing music all have your pulse rate jumping. You walked the entire warehouse, mapped your strategy for getting everything you want and more. Others before you have successfully raced their way to thousands of dollars in merchandise. The countdown clock is ticking; you're seconds away from a moment of a lifetime.

Who wouldn't be motivated and excited to be in this position, seconds away from racing through a warehouse packed with the most popular brand name merchandise you can imagine? Just think of the motivational power this kind of event holds. If you haven't presented the PFI Rock 'n Run The Warehouse to at least one of your customers, you're missing a significant opportunity to position them with a unique, powerful and motivational resource.

How Does A Rock 'n Run The Warehouse Work?

A special "Rock 'n Run" section of the warehouse is loaded with over 200 brand named merchandise. Rock 'n Run merchandise can also be customized to appeal to your client's audience or special promotion requirements. For example, additional items can be set to accommodate golf, sports and fitness equipment, camping, hunting and fishing enthusiasts or your client's competition products can be removed. The warehouse is fully staffed with employees trained to manage and coordinate this special event.

Depending on the budget, a Rock 'n Run The Warehouse can be conducted for one or more minutes. The participants (runners) are given a fixed amount of time to race up and down the aisles of merchandise grabbing what they can as fast as they can. A special cart is provided for the runners to pile up their prizes. Referees are present to ensure that they play by the rules. At the end of the run, the winners go to a special checkout area where they total up their take. The merchandise is then moved onto pallets and participants can have their pictures taken with their merchandise bounty. In addition, a winners waiting area can be set up with refreshments and snacks or a full lunch buffet.

PFI will gladly work with you and your client to make a Rock 'n Run The Warehouse fit their budget. One way to minimize or maximize a budget is by adjusting the value and placement of the merchandise on the shelves. For example, high priced items like jewelry and top end electronics

can be removed, participants are permitted to grab only one model/unit, or combination items like receivers and speakers are separated. Conversely, you can enhance the award collection with higher end selections if you'd like the reward to be truly memorable.

Warehouse Run Enhancements

If your client is looking to make this event even more memorable or special, there are many ways this event can be enhanced or customized. Here are some of the most popular "add-ons" used in previous warehouse run promotions:

Theme your Rock 'n Run The Warehouse Event

When you build your warehouse run around a theme you enhance the overall excitement, look and promotional value of this special event.

- Racing, Rock and Roll, All Stars...a sports theme featuring a live marching band, cheerleaders and sports posters and memorabilia
- Rock 'n Race the warehouse...a celebration of speed a la Nascar with checkered flags, starting poles racing cones and more
- Rock 'n Run Celebration...this is a generic party theme with balloons, custom banners food and more

Use a live video so other participants can view the action while they wait

Using a live video not only enhances the excitement of the event, you can use the video as a follow-up to all winners (and client executives) as a keepsake of their participation in this once-in-a-lifetime activity

Include Events Or Visits To Local Attractions

- Rock and Roll Hall of Fame
- Cleveland Indians, Browns or Cavaliers Game
- Visit the Crawford Auto-Aviation Museum
- Cleveland Art Museum
- Nightlife in the "Flats"
- River/Lake Cruise on Goodtime II

continued on page 4