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## **IMA 2010 Summit Provides Opportunities to Learn, Connect and Develop New Business Strategies to Succeed**

April 28, 2010 NAPERVILLE, Ill. – When it comes to being smart about the future of the incentive industry, incentive marketing professionals need to stay on top of the latest business trends. The [Incentive Marketing Association's](#) (IMA) Annual Executive Summit on Aug. 1-3, 2010 will deliver strategies and tactics that can be immediately applied to help industry professionals succeed in the new economy.

“Business Improvement Starts Here” is the theme of this year’s Summit, and according to IMA Summit Chair Barbara Hendrickson, this year’s conference is focusing on essential education and networking opportunities. “We’ve assembled a dynamic team of business experts who will deliver pragmatic education about selling and marketing,” she said.

Attendees at the August IMA Summit can look forward to impressive guest speakers and workshop leaders. The event will kick off with the keynote address by nationally-recognized sales speaker and trainer Tim Wackel, The Sales Expert. He will address the “Anatomy of A Lousy Pitch – The 10 Worst Presentation Habits and How You Can Avoid Them.” Wackel combines more than 20 years of successful sales leadership with specific client research to deliver high-impact programs that go beyond today’s best practices.

Workshop sessions will include such timely topics as closing sales, negotiating contracts and business relationships, elevating the recognition message, and effective use of the media; all presented by top professionals in their respective fields. This year's Summit will also feature an innovative speed networking opportunity to help attendees expand their incentive market network.

The 11<sup>th</sup> Annual Summit will take place Aug. 1-3, 2010 at the Marriott Baltimore Waterfront Hotel in Baltimore, MD. For more information, and to register for the event, please visit <http://www.incentivemarketing.org>.

### **About the Incentive Marketing Association**

The **Incentive Marketing Association** ([www.incentivemarketing.org](http://www.incentivemarketing.org)) is the leading voice of suppliers in the incentive marketplace. IMA provides education and information services, publications, conferences and seminars, and research to businesses to help them effectively use incentive programs to motivate employees and customers. Business improvement starts at the IMA.

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