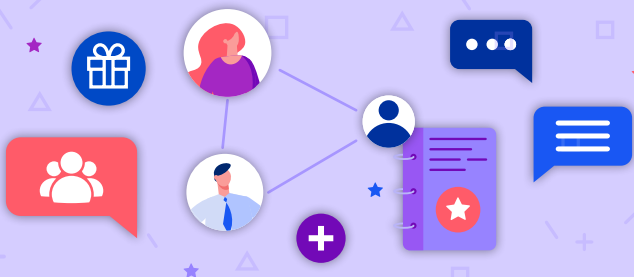


# THE INCENTIVE GIFT CARD COALITION (IGCC) BENEFITS



The B2B gift card industry is projected to reach \$60B, representing over 20% of the U.S. gift card market. The IGCC is dedicated to delivering high-quality educational content, networking opportunities and valuable business resources to our members. [www.usegiftcards.org](http://www.usegiftcards.org) >>



## Networking Opportunities

Networking provides members with opportunities to grow their gift card program through partners and expand our services into retailers.



### ★ IGCC in-person Membership Meetings held annually:

- IMA Summit – July 2026
- RGCA Forum – October 2026

Check what's coming up on the [IGCC Calendar](#).



### ★ Connect with over **140 members** from over **80 companies!**

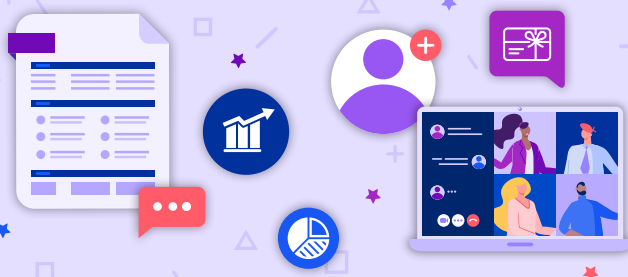


### ★ Find **Who's Who** in Gift Cards with the [IGCC Member Directory](#).



### ★ **3 Strategic Alliances** help our members make new connections and stay informed on additional happenings and resources in the industry.

- [Gift Card & Voucher Association \(GCVA\)](#)
- [Retail Gift Card Association \(RGCA\)](#)
- [Women In Incentives Network \(WiiN\)](#)



## Education, Research & Resources

IGCC's educational member conversations, research and resources help members establish best practices in their day-to-day program management.



### ★ **6 Resource Guides** provide members with digestible learnings.



### ★ **8-10 virtual Member Conversations** annually!

Access over 20 recordings for previous virtual education sessions and [Summit Education recordings from 2020-2025](#).



### ★ IGCC aims to provide **Annual Research** to members!

- AVAILABLE NOW: [Incentive & Recognition Insights 2025 global research report](#). IGCC members have access to 6 reports (5 regional reports and a gift card industry report).
- 2025 Javelin/IGCC B2B Gift Card Research Study – [Available to Members Now!](#) Includes insights on market size, B2B gift card growth estimates, and other valuable trends.



## Stay Informed, Gain Visibility

Members benefit from a variety of ways to get their organization exposure and grow professionally.



### ★ **5 ways to gain brand exposure through IGCC and position your organization as an industry leader.**

1. All members are included in our online directory.
2. Share your company news, product launches and promote your brand by becoming an [IGCC sponsor](#).
3. Share content for the newsletter.
4. Join a committee or run for the IGCC board.
5. Volunteer to share expertise by speaking or submitting an education topic!



### ★ **News You Can Use – 24 Newsletters per year!**

- IGCC "News You Can Use" newsletters keep members informed about industry events, news and other updates
- Submit content – share your organization news, trends, or open positions in our bi-monthly newsletter

## Legal Services

IGCC has a valuable partnership with the Law Firm of Rouse Frets White Goss Gentile Rhodes, P.C. who are gift card industry experts. Each member company may use up to one (1) hour of billable time at no charge for topics related to members' incentive card and code programs.