

THE INCENTIVE RESOURCE

— GUIDE —



ima

incentive marketing association

• acknowledge
• appreciate
• award
• achieve

Use IMA Member Directories to find
the best resources for all of your incentive,
reward and recognition needs.

IMA MEMBERS HELP CREATE ENGAGEMENT AND BUILD LOYALTY

Today's businesses are using more reward and recognition programs to improve employee engagement, increase sales and enhance customer loyalty. The **Incentive Marketing Association (IMA)** is a trade association that brings together all the people and the resources you need to develop and manage these programs.

If you need a reward or recognition program, IMA members provide the best, most efficient experience for you and your company. When you use IMA members, you are leveraging the power of a worldwide network. IMA members include program design experts and suppliers who offer the best prices, service and the right rewards for your customers, employees, sales teams, channel representatives and more.

For those who want to grow their incentive business network, the IMA is the place to get connected. We are the only organization representing every segment of the incentive marketplace including Advertising/Sales Promotion Agencies; Consultants; Distributors; Gift Card/Certificate Suppliers; Fulfillment Companies; Incentive Houses; Manufacturers; National Marketing Companies; Performance Improvement Companies; Representatives; Recognition Companies and Travel Specialists. The Incentive Marketing Association has both geographic chapters and strategic industry groups (SIGs) to serve the various verticals within the industry.

For **buyers**, this guide directs you to the resources you need to develop and implement your programs. For **potential IMA members**, you can learn more about our SIGs and Chapters and how IMA can help you prosper in a changing business environment.



IMA MISSION STATEMENT

The Incentive Marketing Association advocates for and promotes the use of incentives and recognition globally to improve business performance.



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INDUSTRY-WIDE RESOURCES AT YOUR FINGERTIPS



Visit the IMA website at www.incentivemarketing.org to find information on building successful incentive, recognition and loyalty programs, learn more about the IMA and search our member directory to find the products and services you need.



Explore the IMA member directory at www.incentivemarketing.org/Directory. You can search by name, company, company category, products and services, and SIG affiliation or click the "FIND" button to view the entire list.



The IMA website is the home base for all IMA members. From the "ABOUT" section, you can access the websites for all of IMA's Strategic Industry Groups and Chapters.

Visit the online Incentive Resource Guide



www.incentivemarketing.org/ResourceGuide



HOW THE INCENTIVE INDUSTRY DOES BUSINESS

The Industry Database of Proven Incentive Products
USA, Canadian, and International Products

Product Sourcing for Brand Name Merchandise

- Detailed Product Data
- Includes Cost and Contact Info

Fulfillment System for Online Incentive Programs

- Product Catalog Updated Nightly
- Order Placement and Management
- Order Tracking
- Custom Reporting



DESIGNING PROGRAMS THAT WORK AND MEASURING ROI



The **Incentive & Engagement Solution Providers (IESP)** are industry leaders in designing non-cash reward, recognition and incentive programs. They source products and services to help companies engage employees and customers to improve business performance. IESP companies use today's information and emerging trends to anticipate change and identify key ideas to help businesses thrive.



Visit the “RESOURCES” section for the latest insights on designing programs for employees, sales teams, channel partners, and customers. IESP also provides tools to measure performance.



Visit the IESP website at www.ima-iesp.org to learn about best practices and find resources to help you create and manage your programs.



Explore the IESP member directory at www.incentivemarketing.org/iesp/Directory. You can search by name, company, company category, and products and services or click the “FIND” button to view the entire list.

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SHOULDN'T YOUR BRANDS AND PRODUCTS BE HERE?

450+ suppliers will be there to get in front of distributors sourcing holiday gift ideas.

You can't afford to miss it. Reserve your space today.



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BRINGING ACCOUNTABILITY AND CREDIBILITY TO RECOGNITION



Recognition Professionals International (RPI) is the leader of workforce recognition through its focus on education, CRP certification and the RPI Best Practice Standards®. For over 20 years, RPI has been driving employee engagement and culture through recognition. With organizations from all sectors, RPI members build and sustain successful employee engagement, talent development and retention practices.



Visit the RPI website at www.recognition.org to learn:

- What employee recognition is and how to start a program
- Best practices for managing your employee recognition program
- How to advance your career by becoming a Certified Recognition Professional®
- How to become a member of RPI to expand your recognition network & knowledge



View the RPI Business Partner directory at www.recognition.org/BusinessPartners. Each business partner listing includes a brief description of the company and a link to its website.



FIND THE BEST BRAND NAME GIFTS AND CORPORATE INCENTIVES



Incentive Merchandise to Reward & Appreciate (IMRA) includes corporate gift suppliers and independent manufacturer's representatives providing brand name merchandise to incentive program providers.

IMRA members provide expertise and work with suppliers to offer the latest merchandise, best deals and streamline your search from thousands of brands to the selection best suited to your program needs.

Finding your nearest manufacturer's representative for your desired brand is as easy as 1 – 2 – 3.

IMRA | BRAND SEARCH

www.imraonline.org/BrandSearch

STEP 1:

Visit the IMRA Brand Search.

STEP 2:

Enter your area code.

STEP 3:

View hundreds of top brands and see the contact information for your closest manufacturer's representatives.



Visit the IMRA website at www.imraonline.org to find information, resources and contact information for brand name merchandise providers.



Explore the IMRA member directory at www.imraonline.org/Directory. You can search by name, company, company category, company territory, and products and services or click the "FIND" button to view the entire list.



You can find representatives in your area by going to www.imraonline.org/FindYourRep. Click on the state you are interested in searching and click "SEARCH".

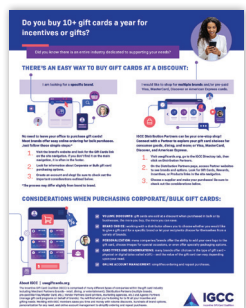


GIFT CARDS CREATE MEANINGFUL REWARDS AND RECOGNITION



The **Incentive Gift Card Coalition (IGCC)** comprises many different types of companies within the gift card industry including Merchant Partners (retail, dining or entertainment), Distribution Partners (multiple brands, open loop, etc.), Vendor Partners (card printers, marketing agencies, etc.) and Agency Partners (manage gift card programs on behalf of brands). You will find what you're looking for to jump start your gift card program or enhance an existing one.

Working with IGCC members saves you time and money with volume discounts, hundreds of brand options, personalization for any need and online account management to simplify ordering and repeat purchases.



To find the best gift card provider for your needs, use the **IGCC Buyer's Guide**.

- 1 Click on the type of partner you need to view that directory.
- 2 Hover over the company logo and click to access its website.
- 3 Find information about corporate or bulk gift card purchasing options.



Visit the IGCC website at www.usegiftcards.org to find information about gift card programs, resources and contact information for gift card providers.



Explore the IGCC member directory at www.usegiftcards.org/Directory. You can search by name, company, company category, products and services, and gift card partner category or click the "FIND" button to view the entire list.



USING INCENTIVE TRAVEL TO GROW BUSINESS PERFORMANCE



The **Incentive Travel Council (ITC)** focuses on helping organizations to use individual travel to incentivize, recognize, and reward. ITC members bring top level expertise from leading companies providing travel and experiential incentive programs.



Visit the ITC website at www.incentivetravelcouncil.org to find information, resources and contact information for incentive travel providers.



Explore the ITC member directory at www.incentivemarketing.org/ITC/Directory. You can search by name, company, company category, and products and services or click the "FIND" button to view the entire list.



Protecting, promoting, and advancing the industry

The Incentive Federation is your industry's collective voice representing the most prestigious associations, organizations and leading corporate providers of recognition, corporate gifts, rewards, engagement, incentives, loyalty and branding solutions for businesses world-wide.

- Incentive Marketplace Estimate Research Study, released in June 2022, illustrates the types and effectiveness of non-cash rewards for customers, sales teams, employees, and partners, including how much U.S. businesses are spending.
- Industry protection from federal and state legislation and regulations that threaten to restrict, inhibit, or eliminate incentive and promotional merchandise programs. Guidelines on tax exempt use of incentives for service awards and safety programs.
- Monthly newsletter featuring current research, meetings and conferences, and industry calendar of events.

SUPPORT YOUR INDUSTRY'S LEADING VOICE AND GUARDIAN BY JOINING TODAY
www.incentivefederation.org



COLLABORATING TO BRING YOU SOLUTIONS AROUND THE WORLD



In today's ever-expanding global economy, multinational companies with culturally diverse employee groups are looking for ways to engage employees and reward performance across their organizations. Having incentive partners around the world expands the ways IMA members can help businesses.

IMA Europe – members bring the benefits of incentive marketing programs to organizations across Europe.



Visit the IMA Europe website at www.imaeurope.com to find information regarding all aspects of the incentive, engagement and recognition industry in Europe.



Explore the IMA member Europe directory at www.imaeurope.com/ima-europe-membership/meet-ima-europe-members. Company descriptions are provided, and contact information is available upon request.



IMA Latin America brings the benefits of the industry-leading knowledge and best practices of the IMA to companies in Latin America.



Visit the IMA Latin America website at www.ima-LATAM.org to find information regarding all aspects of the incentive, engagement and recognition industries in Latin America and contact information for members.



Middle East, Africa & Asia Pacific brings awareness of the power and success of incentive programs to drive loyalty between brands and their customers and employees.



Visit the IMA Middle East, Africa & Asia Pacific website at www.ima-meapac.org to find information regarding all aspects of the incentive, engagement and recognition industries in the Middle East, Africa & Asia Pacific and contact information for members.

STAY UP TO DATE ON THE LATEST NEWS AND INSIGHTS

Incentive Marketing Association (IMA):	
Incentive & Engagement Solution Providers (IESP):	
Recognition Professionals International (RPI):	
Incentive Merchandise to Reward & Appreciate (IMRA):	
Incentive Gift Card Coalition (IGCC):	
Incentive Travel Council (ITC):	
IMA Europe:	
IMA MEAPAC:	

THANK YOU TO THE IMA 2025-2026 ANNUAL PARTNERS

Contributing Partners



Supporting Partners



FOR INFORMATION ON BECOMING A PARTNER, GO TO
www.incentivemarketing.org/Annual-Partners



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