

Who are the Incentive Federation's members?

The Incentive Federation is the only organization whose membership and leadership includes all the industry's national trade associations, as well as individual industry companies. It is under The Incentive Federation umbrella that the collective interests of the Incentive Marketing Association (IMA), the Promotional Products Association International (PPAI), and The Incentive Research Foundation (IRF).

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U.S. Businesses Spend \$176 Billion on Incentives, Recognition, Rewards, Incentive Travel and Corporate Gifting New Incentive Market Study Shows

The 2022 Incentive Marketplace Estimate Research Study released by the Incentive Federation (IFI) reveals that 84% of U.S. businesses spend \$176 billion annually on award points, gift cards, trips and travel, merchandise, and experiential rewards to reward sales staff, employees, channel partners and customers.

IFI's study shows the non-cash incentives market grew a remarkable 49% since the last market estimate study in 2016. In addition, 92% of companies with revenues of \$5 million or more use at least one form of non-cash incentive program. **Gift cards**, including digital gift cards, are most prevalently used in all programs, with **Award Points** the second most used in three of four program types. **Trips and travel** are used as rewards in sales incentive programs and channel/distributor/partner programs more often than in the other targeted types. **Branded Merchandise and logoed merchandise** are the most prevalent uses for client gifts, which are used in 75% of companies with more than \$1 million in revenues.

The Incentive Federation conducted the survey in partnership with Rickard Garlick & Associates Consulting and Market Research Services. Data was drawn from a national sample of 1,000 business executives responsible for non-cash incentive programs in companies with at least \$1 million in revenues.

The study also revealed:

- Companies with revenues from \$1 million - \$10 million represented 91% of businesses in the overall sample.
- Non-cash sales incentives and employee rewards are the most prevalent forms of non-cash incentives, with 55% of businesses using sales programs and 70% of companies having employee programs.
- Non-cash customer loyalty programs are used in 55% of firms, while 48% of companies use non-cash channel/distributor/partner programs.

The IFI, with the assistance of the Incentive marketing Association is conducting a webinar later this month on August 25 to provide even more information to incentive, promotional products, and other incentive industry audiences. Join us for the **2022 Incentive Federation Incentive Marketplace**

Estimate Research Study Revealed and Explained webinar at 11:00 am CDT on August 25, 2022. Mike Donnelly, IFI Chair and Rick Garlick, whose firm conducted the study will provide in depth explanations about the findings and what they signal to our industry. To register, click [here](#).

“This study reaffirms that the use of non-cash incentives has been and continues to be an important part of many businesses’ growth strategies. The growth in the use of non-cash incentives is an important signal that U.S. businesses value tangible incentives over simply using cash to recognize performance and loyalty,” said Mike Donnelly, Chair of the Incentive Federation and President of Hinda Incentives, a Chicago-based incentive solutions provider.

The study was made possible with major assistance from: the **Incentive Marketing Association, the Incentive Research Foundation, the Promotional Products Association International**, and a host of corporate sponsors that include:

Major Corporate Sponsors

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The full study white paper, with extensive explanations of the methodology and approaches used as well as detailed comparisons of the types of incentives used for the various audiences will be made available according to the following schedule. The reports will also include easy to understand and useful infographics that can be shared with clients:

Incentive Market Sizing Study release schedule

- Advance release for IFI members/sponsors: August 1
- News Release to Incentive Media: August 5
- Public and general business press release: September 15

Other’ study releases

- Reference Deck for study (members and sponsors) August 1
- Reference Deck for study (public) September 15
- Infographics (members and sponsors) August 1
- Infographics (public) September 15

The IFI wishes to give its members and research study sponsors advance releases for their use and dissemination before the general public has access to the data.

Things to Know and Think About

To find other important meetings, trade events and educational offerings in the coming weeks and months, check the Incentive Industry Calendar at www.incentivefederation.org. Provided exclusively by the Incentive Federation, Inc.

PPAI: North American Leadership Conference – August 14-16, 2022 – Colorado Springs, CO

Join us at the iconic Broadmoor Hotel for the 2022 North American Leadership Conference. You will experience transformational education, unmatched networking opportunities and spectacular vistas at the Broadmoor--nestled at the base of Cheyenne Mountain in Colorado Springs.

For information and to register click [here](#).

IFI Webinar: The 2022 Incentive Federation Incentive Marketplace Estimate Research Study Revealed and Explained – Thursday, August 25, 2022, 11:00 am CDT

Join us to learn how the incentive industry has trended and grown over the past several years and gain an understanding of how U.S. businesses view and use incentive programs. This session will present key insights from the newly released 2022 Incentive Federation Marketplace Estimate Study. Two industry experts—one a well-known incentive & recognition industry and [Incentive Federation, Inc. \(IFI\)](#) leader, Mike Donnelly, CPIM and the other the lead research consultant for the study, Rick Garlick —explain how you can leverage this important data to grow your business.

Register [here](#).

PPAI: Product Responsibility Summit – September 18-20 Newport Beach, CA

PPAI's Product Responsibility Summit 2022 is focused on the most-pressing business implications, challenges and opportunities associated with compliance. Facilitated by industry thought leaders and leaders in compliance, this eye-opening event explored the latest developments, as well as best practices.

For more information click [here](#).

The IRF 2022 Leadership Insights Forum – October 6-8, 2022, Seattle, WA.

For more information, click [here](#).

The Federation in 2022

If you have ideas or opinions about what the IFI should be focused on, please email our Chair Mike Donnelly at mdonnelly@hinda.com or Steve Slagle at steves3309@gmail.com.

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If you have questions, advice for the Board, or want to raise issues for the Board to think about, please contact Steve Slagle, IFI Managing Director, at steves3309@gmail.com or 864-710-6739.