

## 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), The Incentive Research Foundation (IRF), and the Society for Incentive Travel Excellence (SITE) are advanced.

## In This Issue

### **IFI 2022 Marketplace Estimate Study Release and Sponsorships**

### **Things To Know and Think About**

## **The Great Reveal! 2022 Marketplace Estimate Research Study Shows \$176 Billion in Annual Incentive Spending**

IFI Board Chairman Mike Donnelly presented results from our major 2022 Research Study at the IMA Summit this week. The study reveals U.S. businesses report spending \$176 billion on sales, employee, channel/distributor, and customer loyalty incentives and corporate gifting this past year. The figure represents a 49% increase over the total spend of \$90 billion revealed in the IFI's 2016 study. Additionally, 84% of businesses with at least \$1 million in sales reported using at least one form of non-cash incentive. However, the use of non-cash incentives within companies with \$5M in revenues or greater is 92%.

The study, conducted in May 2022, sought responses from companies that use incentive tools and services such as award points, gift cards, travel and trips, merchandise (both branded and logoed) and experiential awards (which were included for the first time in this latest study).

"Richard Garlick and Associates Consulting and Market Research Services, LLC conducted the study for the IFI.

Garlick explained the latest reported results reflect some updating of the methodologies used and simply demographic and economic differences:

- The previous iteration of the study asked respondents to identify their incentive expenditures using ranges, rather than asking for specific estimates.
- The current study used simulations that incorporated data variability.
- The number of U.S. based companies with \$1M or more in annual revenue has increased from the 2023 census company numbers used in the 2016 study
- Another reward category (experiential) was added.
- Inflation is a factor.

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
- Public release: September 15

## Other' study releases

- Reference Deck for study (members) August 1
- Reference Deck for study (public) September 15
- Infographics (members) August 1
- Infographics (public) September15

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. The incentive trade press will also receive the releases following the release to the IFI members and sponsors.

To be able to (partially) fund the costs of the study, we are still seeking sponsorships from our IFI membership and the industry. We are pleased to report that we have already received commitments from the following companies who wish to sponsor this important research study and have received positive feedback from several others. These sponsors will have their company names and/or logos associated with the final reports indicating their support to the industry and the research. To gain the

### **Major Association Sponsors**

**Incentive Marketing Association**  
**Incentive Research Foundation**  
**Promotional Products Association International**

### **Major Corporate Sponsors**

**E2E Group**  
**Hinda Incentives**  
**Inspirus/Sodexo Benefits and Rewards Services, USA**  
**Promotion, Incentive & Engagement Professionals**

### **Contributing Sponsor**

**All Star Incentive Marketing**  
**Citizen Watch America**  
**Seiko Watch of America LLC**

### **Contributors**

**Enterprise Engagement Alliance**  
**Logos Communications**

Sponsors will be listed in the study release. We have developed four sponsorship levels to include industry organizations, member companies, and individual members. The four sponsorship levels are:

- |                              |         |
|------------------------------|---------|
| • Major Association Sponsors | \$5,000 |
| • Major Corporate Sponsors   | \$2,500 |
| • Contributing Sponsors      | \$1,000 |
| • Contributors               | \$ 500  |

To accommodate budgeting purposes, payments can be made during the sponsorship funding payment period: 7/2022 to 2/2023. So, if you do not have any budget remaining for 2022, please commit to a sponsorship level now and you can submit payment next year by 2/23.

Specific benefits to sponsors will include an advance release of the findings before the wider release to the industry.

**Please review the [sponsorship deck](#) and make your sponsorship commitments to us by no later July 21, 2022, to be included in the release.**

## ***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](http://www.incentivefederation.org). Provided exclusively by the Incentive Federation, Inc.

### **ASI Show Chicago – July 19 – 21, 2022**

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

### **RPI Webinar: CREATING EXPERIENCES THAT AMPLIFY RESILIENCE July 28, 2022, 11:00 am - 12:00 pm CDT**

As work changes, one thing is clear: A generic approach to culture will no longer suffice. Insightful strategies that tap into the psychological needs of employees are essential to creating fulfilling experiences that attract, engage, and retain top talent in an evolving market. Join this interactive session to uncover: Key factors that contribute to the Great Resignation; how fulfilling autonomy, mastery, and connection builds resilient cultures; and the power of recognition in creating fulfilling employee experiences.

To register click [here](#).

### **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](#).

### **The Federation in 2022**

As noted earlier in this Bulletin we have a research initiative we undertook this year, and we need your support more than ever. If you have ideas or opinions about what the IFI should be focused on, please email our Chair Mike Donnelly at [mddonnelly@hinda.com](mailto:mddonnelly@hinda.com) or Steve Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com).

### **2022 IFI Board of Directors**

**Richard Blabolil**, CPIM, President, Marketing Innovators International, **Director**

**George Delta**, Esq., **Executive Director and Counsel**

**Dale Denham**, MAS+, President and CEO, Promotional Products Association, **Second Vice Chair-Associations**

**Michael Donnelly**, CPIM, President, Hinda Incentives, **Chair and Vice Chair - Corporations**

**Brian Galonek**, CPIM, President, All Star Incentive Marketing, **Secretary**

**Theresa Harkins-Schulz**, SPHR, CCP, CRP, Senior Vice President - Customer Experience, Inspirus/Sodexo Benefits and Rewards Services, **Director**

**Stephanie Harris**, President, Incentive Research Foundation, **First Vice Chair - Associations**

**Richard L. Low**, CPIM, Managing Partner, RLL Advisory Services, **Director**

**Sean Roark**, CPIM, Executive Vice President, IncentPros, Inc., **Treasurer**

**Sue Voyles**, Company Founder and President of Logos Communications, Inc., **Director**

**Karen Wesloh**, CAE, CMP, Executive Director, Incentive Marketing Association, **Third Vice Chair – Associations**

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](mailto:steves3309@gmail.com) or 864-710-6739.