

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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IFI Board and Officers Elections

IFI Board and officers' elections were concluded in late November. The current Board of Directors was re-elected and some of the officers changed positions. The 2023 Board of Directors is listed at the end of this newsletter, and the officers for 2023 are listed below:

Karen Wesloh, CAE, CMP, Executive Director, Incentive Marketing Association, **Chair**

Dale Denham, MAS+, President and CEO, Promotional Products Association International, **First Vice Chair for Associations**

Rick Blabolil, CEO and President, Marketing Innovators, Inc., **Vice Chair for Corporations**

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

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

Mike Donnelly, President of Hinda Incentives, served as Chair of the Board for two terms in 2020-22 and deserves a huge thanks for leading the Federation through the design, completion, and implementation of the 2022 Marketplace Estimate Research Study. Results were released in July-September 2022 continuing the Federation's analysis of the broad incentive and promotional marketing industry from 1996 to 2022.

Donnelly will continue on the Board as a Director in 2023.

IRF's 2023 Incentives Industry Outlook is Positive for North America and Europe

The Incentive Research Foundation's [Industry Outlook for 2023: Merchandise, Gift Cards and Event Gifting](#) reports an optimistic outlook for 2023 despite continuing challenges to the global economy. With a critical focus on attracting and retaining talent, businesses consider non-cash incentive programs to be a valuable tool to motivate a changing workforce.

"The *2023 Industry Outlook* provides a bullish view of the non-cash incentive industry both in North America and Europe. Budgets for merchandise, gift cards, and event gifts all increased in 2022, and are expected to rise even further in 2023," said Stephanie Harris, IRF President. "With stubborn inflation and ongoing workforce challenges, non-cash incentives are considered more valuable and impactful than ever."

The IRF surveyed 543 industry professionals, with 239 coming from North America and 304 originating from Europe. Tracking key metrics over thirteen years, the study provides trends in economic optimism, budgets, and award types for incentive programs.

Key findings, benchmarks, and year-over-year comparisons reported in *Industry Outlook for 2023: Merchandise, Gift Cards and Event Gifting* include:

Optimism is High

- In North America, overall incentive budgets are expected to increase by 44% in 2023, with merchandise increasing 44% and gift cards 48%.
- In Europe, overall incentive budgets are expected to increase by 52% in 2023, with merchandise increasing 50% and gift cards 55%.
- The average per-person spend is 650 Euros in Europe and \$1060 in North America.
- 50% of North American respondents believe high inflation increases the value of non-cash incentives, compared to 23% who believe inflation makes non-cash incentives less valuable.

Merchandise Spending is Up

- The average value of a North American merchandise reward is \$191, and the European average merchandise value is 152 Euros.
- In Europe, the most common merchandise gifts are electronics (51%), clothing (45%) and office accessories (44%).
- In North America, clothing apparel (66%), logoed brand merchandise (56%) and food gifts (53%) have the highest prevalence.

Gift Card Use to Increase in 2023

- 62% of North American and 50% of European respondents anticipate an increase in gift card spending in 2023.
- The median gift card amount for both North Americans and Europeans is 100 (dollars/Euros).
- Europeans were much more likely to use gift card vouchers, while North Americans were much more likely to use open-loop cards.

Event Gifting Growth

- The North American average spend per attendee was \$263, and European average spend per attendee was 221 Euros.
- Europeans place a much higher priority than North Americans on attendee preference, which is a priority that increased significantly since last year.
- Sponsorships increased as a priority for event gifts as 30% of North Americans rated it a top priority for selection.

To view or download a copy of the study, visit the [*Industry Outlook for 2023: Merchandise, Gift Cards and Event Gifting* webpage](#).

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.

ASI Show - January 4-6, Orlando, FL

ASI Show® Orlando is the first promotional products trade show of the year and the largest on the East Coast. Start the year off right by getting thousands of product ideas to provide your clients and meeting hundreds of suppliers to help you build relationships to get the products you need when you need them.

To learn more, click [here](#).

The PPAI Expo 2023 – January 9-12, 2023, Las Vegas NV

The industry's largest trade show provides the opportunity to see tens of thousands of promotional products and more than a thousand exhibitors. The PPAI Expo serves as the launchpad for the year, with new events and products every year. This 4-day event includes a professional development conference (January 9) followed by three days (January 10-12) of open show floor with products from both domestic and international brands.

To learn more click [here](#).

ASI Show - January 23-25, 2023, Ft. Worth, TX

ASI Show® Fort Worth is the first major show in the #1 region for promotional product sales and product sourcing. Scheduled at the beginning of the sales year, ASI Show Fort Worth is your first opportunity in the Southwest to create long-lasting business relationships.

To learn more, click [here](#).

IMRA WEBINAR: BUILDING YOUR FUTURE – JANUARY 19, 2023, 11:00 AM ET

This panel will include some general concepts from an attorney that has been involved in IMRA member acquisitions as well as sample lessons learned from real life IMRA succession-planning examples. You will hear from IMRA Representative and Supplier members about some of their experiences with purchasing companies in our industry. Learn some of what others have considered along the way and pitfalls that could happen in succession planning. To register click [here](#).

The Federation in 2023

If you have ideas or opinions about what the IFI should be focused on, please email our Chair Karen Wesloh at kwesloh@incentivemarketing.org or Steve Slagle at steves3309@gmail.com.

2023 IFI Board of Directors

Richard Blabolil, CPIM, President, Marketing Innovators International, **Vice Chair for Corporations**

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

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

Michael Donnelly, CPIM, President, Hinda Incentives, **Director**

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**

Richard L. Low, CPIM, Atlantic Incentives, LLC, **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, **Chair**

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.