

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 's 2023 Membership Renewals

Please be looking for your 2023 membership renewal notices this month. The Federation needs your support to continue representing the industry and providing services like the 2022 Marketplace Estimate Research Study which was released in August 2022.

Things to Know and Think About

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

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](#).

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.

IRF Webinar 2023 Industry Outlook for North America – January 24, 2023, 1:00 – 1:45 pm ET

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.

During this webinar, we will focus on North American data from the study. Our researcher and panelists will present useful insights and benchmarks on non-cash reward types, average spend, and trends.

To register, click [here](#).

IRF Webinar 2023 Industry Outlook for North America – January 24, 2023, 2:00 – 2:45 pm GMT

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.

During this webinar, we will focus on European data from the study. Our researcher and panelists will present useful insights and benchmarks on non-cash reward types, average spend, and trends.

To register, click [here](#).

SMM Connect Webinar: 4 Steps To Build Smarter, More-Profitable Incentive and Loyalty Programs – January 25, 2023, 2:00 pm ET

Presenter: Chris Galloway, EVP Strategy and Design, Brandmovers

Our post-pandemic recovery has left us with instability in our supply chain, inflation, and a unique work environment. As a result, even the most solid retention and growth strategies must adapt and continue to raise the bar to ensure their contributions to brand and business value keep pace. There has never been a better time to reconsider the role of Business-to-Business (B2B) incentive and loyalty strategies.

In this webinar you will learn:

- Why B2B incentive and loyalty program strategies must be refreshed or redesigned
- The 3 primary inhibitors to change
- How to add a new dimension to your segmentation plan
- The 4-step process for making your programs smarter

For free registration, click [here](#).

RPI ROUNDTABLES: MEASURING RECOGNITION IMPACT IN 2023 – JANUARY 26, 2023, 11:00 AM CT

How do you measure recognition impact? What's working? What isn't? Join us for an interactive discussion of emerging trends and best practices related to the measurement of recognition programs. Learn insights, share your thoughts, and contribute to the conversation with a diverse group of industry experts! This session is exclusive to RPI premium member practitioners. To register, click [here](#).

The PPAI Expo Direct-2-You – January 31, 2023

Can't make it to The PPAI Expo in Las Vegas? Or simply need to follow up with exhibitors after Vegas? This virtual live opportunity allows the entire promotional products community to explore products and share ideas to prepare for business success in 2023. Participate wherever you are and on your schedule.

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

Promotional Products Work Expo – March 28, 2023

PPW Expo brings PPAI Member distributors and their buyers together with suppliers for an online show experience unlike any other. The virtual event, hosted by PPAI, is designed to reinforce the value of distributors, and help buyers explore the vast world of promo products, ignite their creativity, and engage them to work more collaboratively with their distributors.

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

IMRA MARKETING CONFERENCE – APRIL 23-25, 2023

For more information, 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**

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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.