

## 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 Marketplace Research Report and Supporting Documents Available on [incentivefederation.org](http://incentivefederation.org)

The 2022 Incentive Marketplace Estimate Research Study Final Report, Reference Deck, Infographics and Webinar Recording may be viewed on the Homepage at [incentivefederation.org](http://incentivefederation.org). The study 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.

A news release to the general business media will be sent September 15, 2022, and the media's reporting of the study and its results will be tracked and reported.

“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**

**Blackhawk Network**  
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### ***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.

### **IRF Hosts Incentive Professional Roundtables, Releases Findings in *Decision Drivers 2022: Elevating the Experience***

As incentive travel programs rebound to meet pent-up demand, expectations are higher than ever. With the goal of retaining top performers and attracting new talent, incentive travel programs are expected to deliver unique, memorable experiences. The IRF’s new report, [\*Decision Drivers 2022: Elevating the Experience\*](#), explores incentive buyers’ current priorities, considerations, and challenges in designing incentive travel programs that meet the changing demands of today’s workforce.

To view or download a copy of the full report, please visit The IRF’s [Decision Drivers 2022 webpage](#).

**RPI Webinar: What Defines an Employee-Centric Manager? Thursday, September 15, 2022, 11:00 am CDT and Noon EDT**

People management skills have a profound influence on employee engagement, performance, and retention. However, most people managers receive little or no training in people management. While there are many theories of managerial effectiveness, none of them are based on the employee's voice and what they want most from their immediate manager.

To register click [here](#).

**PPAI: Product Responsibility Summit – September 18-20, 2022, 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](#).

**PPAI: Promotional Products Work Expo - September 29, 2022, Virtual Event**

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](#).

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

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

**IMEX America – October 11-13, 2022, Las Vegas, NV**

Join IMA at IMEX America from October 11-13 in Las Vegas, NV. Last year over 8,600 visitors attended IMEX America. We are offering to share our booth with interested IMA members. Our booth partners can pre-schedule one-on-one appointments with potential buyers. Additionally, we will ensure you take full advantage of the promotional opportunities associated with exhibiting at IMEX.

To register click [here](#).

**Robin Report and Other Publication News**

Some of you are familiar with the **Robin Report**, a newsletter that includes a lot of articles related to retail, brands, and consumer behavior. Given the relationship between retail and special markets, you may find the articles below thought provoking or at least interesting.

## Giftng With a Purpose

For gift givers, convenience and flexibility are the two key benefits of gift cards, driving their adoption among people, companies, and marketers the world over. Not so much for the recipient. As efficient and utilitarian as these cards are, they are also highly impersonal and typically have little to do with the tastes, sensibilities, and style of the recipient.

## The Fastest Growing eComm Company in the World...

...that no one over the age of 33 has ever heard of. Shein has grown 100 percent over the last eight years, making it the fastest growing ecommerce brand in the world and putting it in a position to be the number-one online global fashion retailer. How did they do it? Join Robin Lewis and Shelley E. Kohan, TRR's chief strategist as they deconstruct Shein's agile supply ecosystem. But there may be trouble in paradise: If Shein wants to play in the U.S. market, they will need to up their sustainability strategy game.

## **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](mailto:mdonnelly@hinda.com) or Steve Slagle at [steves3309@gmail.com](mailto: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](mailto:steves3309@gmail.com) or 864-710-6739.