

What is the Incentive Federation and who are its members?

The Incentive Federation is a 501(C)6, non-profit, tax-exempt organization whose membership and leadership includes 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) are represented.

Industry components represented include, incentives, recognition, awards, corporate gifts, gift cards, promotional products, rewards and travel.

In This Issue

IFI 2023 Membership Renewals

Industry Legal and Tax Guidelines

Things To Know, Think About and Take Advantage of

IFI 2023 Membership Renewals

Please respond to 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.

IFI Summary on Industry Legal and Tax Guidelines

Businesses and incentive industry solution providers should be aware of any tax consequences, restrictions or prohibitions related to providing recognition or motivation awards to employees and sales staff. The IFI has regularly reported on these issues and has summarized the most pertinent guidelines based on Legislative Reports written by Geoge Delta, IFI's Executive Director and Legal Counsel.

For a refresher on what is covered by the I.R.S Tax Code and other regulations governing the use of recognition gifts, awards, and corporate gifting incentives, click [here](#).

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.

Sustainability Surges In 2022 PPAI Sales Volume Estimate

PPAI's 2022 Distributor Sales Volume Estimate shows a record year for promo, and the healthy return of small businesses played a part in that growth. Promotional products reached \$25 billion for the first time ever.

And the little guys have nearly evened the playing field by making up 46.8% of the total sales volume. One lesson seems clear from the most positive Distributor Sales Volume Estimate in recent years: There are more than enough promo sales to go around.

More than that, the future of the industry once again appears secure in another key way. The surge of products sold on the grounds of their sustainability, which leapt nearly 20% from 2021 figures.

For more than 50 years, PPAI has been collecting, analyzing and reporting distributor sales, and this study is considered the most definitive and comprehensive of its kind in the industry, useful in understanding the current landscape for promotional products companies and as a potential tool in any attempts to try to prepare for the future.

To learn more from the full report, click [here](#).

IRF's 2023 Trends Research Report

As the industry enters 2023, COVID concerns have subsided, while workforce issues take on increased urgency. The workforce continues to be impacted by the Great Resignation, remote work, and labor shortages. Given one of the most challenging labor markets in history, incentives are an increasingly critical business strategy to help organizations attract, retain, and build culture across in-office and remote workers, as well as strengthen channel partnerships.

These high expectations are accompanied by several significant challenges this year. Inflation, uncertainty, recession fears, supply chain issues, service levels, and limited inventory are some of the major barriers to successful implementation of incentive programs. As one incentive professional put it, "the rising cost of everything" is at odds with the ability to deliver the desired experience and outcomes within budget.

To learn more and see this latest research report click [here](#).

IRF Webinar: 2023 Trends Report – Tuesday, February 28, 2023 1:00 – 1:45 pm

To register, 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

The Brown Palace Hotel and Spa, Denver, CO

This three-day event is focused on connecting suppliers and representatives in the incentive industry. With a schedule full of networking events, company sales meetings and more, you will discover strategic tools & tips to advance your programs. Get ready for new connections and actionable takeaways that will pave the way for your continued success.

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

Incentive Live – Presented by NorthStar Meetings Group – May 21-23, 2023

The Vinoy Renaissance St. Petersburg Resort & Golf Club St. Petersburg, FL.

This must-attend incentive, loyalty and motivation event comes to Florida in 2023. Incentive Live attendees will learn the industry's latest trends, meet top suppliers, and enjoy authentic, local St. Pete experiences.

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.

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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.