

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), The Recognition Professionals Association (RPI) and The Incentive Research Foundation (IRF) are represented.

Industry components represented include, incentives, recognition, awards, corporate gifts, gift

In This Issue

Industry Research Results Point to Positive Growth in 2023

Things To Know, Think About and Take Advantage of

Industry Research Results from PPAI and ASI

Two significant research studies measuring promotional products distributor sales in 2022 have reported the following results at a high level. More details are or will be available from these two organizations on their websites.

PPAI

PPAI's [2022 Sales Volume Study](#) revealed promotional products industry distributor sales of \$25.5 billion, an increase of 15.6% over 2021.

ASI

ASI's 2023 [State of the Industry Report](#) reported industry revenues by distributors of \$25.8 billion in 2022, up from \$20.2 billion in 2021.

The results, while very similar, are obtained through different research firms using different methodologies. Each organization also provides more details behind the numbers. Both organizations reported their members were optimistic about the sales growth continuing in 2023.

The research results come after the IFI reported last year that its Incentive Marketplace Estimate Research Study revealed 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. Logo'd merchandise was included in the IFI study.

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

Retail Gift Card Association Forum – October 8-10, 2023, Grapevine, TX

RGCA Forum is a content-rich, interactive event that explores the issues and trends impacting the closed-loop gift card

industry. Content will include in-depth keynotes and sessions focusing on the evolution, uses, and hot topics surrounding gift cards.

For information and registration click [here](#).

PPAI Product Responsibility Summit – October 8 – 10, 2023, Alexandria, VA

PPAI's Product Responsibility Summit 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 information and registration click [here](#).

ASI Show ConneX – October 9 - 12, 2023, Nashville, TN

We're taking one-on-one meetings to the next level. The ASI Show ConneX state-of-the-art A.I. system will match you with the best suppliers to fit your business needs. Then, over the course of three days, you'll meet with your personalized group of elite suppliers in luxury suites for productive, uninterrupted discussions. Plus, you'll attend networking events and group meals where you'll foster new relationships with high-level industry professionals and forge long-lasting business connections.

To register click [here](#).

IMEX AMERICA – OCTOBER 17 – 19, 2023, LAS VEGAS, NV

IMEX America is the largest trade show in the US for the global meetings, events, and incentive travel industry. Suppliers and buyers from every sector of the meetings industry come together at IMEX, held at Mandalay Bay Resort, Las Vegas.

For more information click [here](#).

IRF Leadership Insights Forum – October 25 – 27, 2023, Frisco, TX

The 2023 IRF Leadership Insights Forum is targeted to executive-level third party and end user decision-makers with responsibilities for engagement and motivation programs. During the two-day experiential event, 60 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to elevate your programs using design and data.

For information and registration click [here](#).

IRF ACADEMIC INSIGHTS: Academic Research In Action: The Effect Of Reward Frequency On Performance

This paper offers important evidence regarding the continued efficacy of tangible (non-cash) rewards. Specifically, this study is the first to highlight that tangible (non-cash) rewards work because they create emotion and vividness, but in continued use they suffer more than cash in terms of satiation. This finding combined with other recent research evidence suggests you should switch it up, change your rewards, make them as vivid as possible, and incorporate some fungibility into them, while still focusing on wants over needs because tangible rewards can satiate sooner than cash rewards.” -Adam Presslee, Associate Professor, University of Waterloo.

The Robin Report and Coresight Research Articles

Some of you are familiar with the Robin Report, a newsletter that includes a lot of articles related to retail, brands, and consumer behavior. Coresight Research conducts hundreds of studies each year and many focus on retail and merchandise issues. Given the relationship between retail and special markets, you may find the articles below thought provoking or at least interesting.

Ten Major Consumer Trends Will Dominate the Retailosphere

The New Retail Space Race

The State of the American Mall: Competitive, Attractive and Here To Stay

The Federation in 2023

If you have ideas or opinions about what the IFI should be focused on, or if you have questions, advice for the Board, or want to raise issues for the Board to think about, our Chair Karen Wesloh at kwesloh@incentivemarketing.org or Steve Slagle, IFI managing Director at steves3309@gmail.com or 864-710-6739.

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