

INCREASE YOUR
COMPETITIVE EDGE IN THE
INCENTIVE MARKETPLACE

JOIN IMA TODAY!



ima ● acknowledge
● appreciate
● award
● achieve
incentive marketing association
www.incentivemarketing.org

CREATING INCENTIVE INDUSTRY GROWTH

The Incentive Marketing Association (IMA) connects members from leading companies across the marketplace to create a unified voice and growth for the incentive industry. IMA is the umbrella organization for the:

- Incentive & Engagement Solution Providers (IESP)
- Incentive Gift Card Council (IGCC)
- Incentive Manufacturers & Representatives Alliance (IMRA)
- Incentive Travel Council (ITC)
- IMA Europe
- IMA Canada

IMA members have the expertise, leading brands and services to help companies improve their business with recognition, reward and engagement programs. The IMA offers members valuable benefits to grow your business.

I can directly attribute millions of dollars of additional sales over the years to the leads, contacts, or advice that I've received from fellow IMA members and IMA educational programs.

*Michelle M. Smith, CPIM,
CRP Vice President,
Business Development,
O.C. Tanner*

VISIBILITY

IMA champions incentive, engagement and recognition programs with the business community to increase awareness of how they improve performance and loyalty.

Members benefit from increased marketing and brand reach through print and online directories and partnerships with trade media and related organizations.

As a leading voice in the Incentive Federation, IMA helps to promote and protect incentive industry interests.

NETWORKING

With over 500 members representing every segment of the incentive industry, IMA provides opportunities to connect with members from around the globe for networking and valuable business opportunities. **Some members in multiple categories.*



MISSION STATEMENT

The IMA advocates for and promotes the use of incentives and recognition to improve business performance. IMA is the premier resource for organizations to positively affect their bottom lines by engaging providers who deliver solutions, ideas, thought leadership, advice and innovation to successfully shift desired behaviors, improve performance, and increase employee and channel loyalty. The Association advocates on behalf of these providers, promoting the importance and value of results-based incentive and recognition programs and providing access to research advancements relating to the incentive marketplace.



EDUCATION

IMA fosters the highest standards of professionalism and education to help you advance by offering:

- The IMA Code of Business Conduct advocating industry best practices
- Global research and knowledge translated into actionable insights for members and their customers
- Educational events, publications and white papers that keep industry trends and new ideas at the forefront of business

The annual **IMA Executive Summit** helps members stay ahead of the latest changes across the incentive marketplace and within segments. It also offers ample opportunities for networking.

IMA offers two certifications, the **Incentive Professional (IP)** and the **Certified Professional of Incentive Management (CPIM)**. Earning a certification demonstrates your desire to grow your knowledge and customers recognize the importance of working with professionals who have earned industry certifications.

“Obtaining my CPIM helped me get the tools for designing and operating effective incentive programs and it helps build credibility for my company in the market.”

*Juan Manuel Valenzuela, CPIM,
CEO Above Target*

RECOGNITION

The **Circle of Excellence** awards program recognizes outstanding examples of engagement, reward and recognition programs designed and executed by IMA members. The company and the incentive marketing partner are honored for the development and delivery of the program.



For the best visibility and
networking opportunities in
the incentive industry
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STRATEGIC INDUSTRY GROUPS AND CHAPTERS INCREASE YOUR MEMBERSHIP VALUE

The IMA focuses on expanding the incentive marketplace as a whole, while SIGs and Chapters work on providing education and increasing visibility and business opportunities for their specific market segments and regions.



Incentive & Engagement Solution Providers (IESP)

The Incentive & Engagement Solution Providers (IESP) translate global research and knowledge into actionable insights for members to use with customers to help them create support for their non-cash incentive and engagement programs. IESP members are industry leaders in designing incentive programs and sourcing products and services to help companies drive engagement and loyalty. IESP provides members valuable opportunities for networking, content creation and visibility across many channels.

Incentive Gift Card Council (IGCC)

The Incentive Gift Card Council (IGCC) promotes the value of gift cards for incentive and recognition programs to enhance business performance. IGCC member companies are the elite among retail, catalog and performance improvement agencies, offering cards and certificates that can be redeemed for merchandise, travel, food, accommodations and services. IGCC members provide all products and services needed to successfully design, print, package and implement highly successful B2B or B2C gift card programs.



Incentive Manufacturers & Representatives Alliance (IMRA)

The Incentive Manufacturers & Representatives Alliance (IMRA) advances the relationship between manufacturers, representatives and customers. IMRA promotes merchandise as an incentive to reward and recognize employees, partners and customers. IMRA members can help businesses improve performance and conserve budgets with effective programs using top brand products at factory-direct pricing.

Incentive Travel Council (ITC)

The Incentive Travel Council (ITC) creates awareness of how reward and recognition travel helps achieve better business performance while promoting member brands, products and services. ITC members bring top level expertise from leading companies providing travel and experiential incentive programs.



IMA Europe

IMA Europe increases businesses awareness of the power and success of incentive programs and champions the benefits throughout EMEA thereby creating business opportunities for members. IMA Europe members are leaders in providing products and services such as total rewards, employee benefits, flexible and voluntary benefits; prepaid and gift cards, agency and consulting. IMA Europe provides members valuable opportunities for networking and education.

IMA Canada

IMA Canada helps incentive suppliers promote the use of incentive programs to the Canadian corporate community. IMA Canada members represent leading brands and provide the loyalty, recognition and incentive products and services to help businesses improve corporate performance.

