

WHERE THE LEADERS IN REWARDS AND RECOGNITION CONVENE



PROFITING FROM THE POWER OF ENGAGING REWARDS

The Rewards & Recognition Expo is the reward and recognition industry's learning and commerce event bringing together the industry leaders to create new relationships, brainstorm, and conduct business in a relaxed, efficient two-day format.

Attendees benefit from a convenient and quick way to share ideas and insights with leaders in this fast-changing business that is gaining an ever more important role in the emerging world of engagement. It's the place to meet with the leading brands and suppliers that can maximize the reward experience in an environment conducive to creative conversation.

Exhibitors benefit from a unique, conversation-center presentation space with table, chairs and internet access, with a guaranteed flow of highly qualified hosted buyers, and an education program that brings together buyers and sellers in ways that help start or improve productive relationships.

WHAT'S NEW FOR 2016

Based on positive feedback from 2015 and the continued growth of engagement, the R&R Expo will once again provide an expanded Engagement University education program designed to attract more corporate end-users and resellers than cannot be reached at any other open industry event.

- Co-location with the annual Hinda National Conference.
- Co-location with the Exhibit & Events Marketers Association National Conference.
- Incentive and recognition companies and end-users seeking to learn how the nation's most successful companies profit from engagement.
- Improved Hosted-Buyer program.
- Quality conversations with customers and prospects in a unique, turnkey exhibit format.
- Unique relationship-building opportunities for exhibitors with customers and prospects through education and networking events held outside of Expo hours.

WHAT ATTENDEES ARE SAYING

Based on the results of a survey of 2015 attendees:

Why They Attended

- 68% Networking
- 52% Visit exhibits
- 52% Education on all areas of engagement
- 28% Rewards and recognition education

Percent Happy They Came

95% Yes 5% No

Percent Who Prefer Conversation Center Exhibit Format

- 56% Prefer conversation center format
- 20% No opinion either way
- 8% Prefer exhibit halls

Preferences on Education Subject Matter

- 92% Prefer education on all aspects of engagement
- 8% Prefer focus on rewards and recognition only

Does the R&R Industry Merit a Stand-alone Event

- 72% Yes
- 20% No
- 8% No opinion either way

Will engagement increase use of Non-cash Rewards

95% Yes 5% Don't know



“THIS GROUP OF BUYERS IS BY FAR THE BEST—NEW PEOPLE THAT WE HADN'T MET BEFORE. FOR THE LAST COUPLE OF YEARS, ACROSS A LOT OF TRADE SHOWS, IT DOESN'T SEEM LIKE THERE HAVE BEEN A LOT OF NEW PEOPLE...I THINK [THE R&R EXPO] DID AN EXCELLENT JOB IN BRINGING IN MORE QUALIFIED PEOPLE THAN WE'VE SEEN IN A REALLY LONG TIME.”

— Tom Sferratore, Canon USA, Inc.

FORGING NEW BONDS BETWEEN THE LEADERS IN THE WORLD OF REWARDS AND RECOGNITION

REWARDS & RECOGNITION EXPO OVERVIEW

Attendance: In 2015, there were about 150 principles, senior management, and buyers from over 100 incentive, recognition, loyalty, and promotional companies that actively buy brands for use in rewards programs; about half are hosted buyers committed to visiting between 12 and 25 exhibits.

Exhibitors: Nearly 50 of the leading brands, gift card providers, wholesalers, fulfillment, and technology companies active in the rewards and recognition business.

Exhibit Format: Hotel ballroom with carpeting, tall pipe and drape to create a semi-private “conversation centers” equipped with a round table and four chairs, electric, wi-fi, and a large sign included. Enjoy a turnkey, no-drage format.

Rewards and recognition education: In the morning before day 1 of the expo, the education will include both attendees and exhibitors in a series of highly informative and interactive sessions on: the impact of engagement on rewards; how the industry can profit from this trend; how will this change how we sell products, and how technology can help; and other key topics.

A reception and dinner to introduce buyers and sellers: An open reception and carefully designed dinner for buyers and sellers to help create new relationships and expand networks.

How to lock in space for 2016: Due to the limited space of a hotel ballroom format, space is limited. A signed contract and 50% deposit (refundable up to 2 months before the expo) are required to lock in space.

Contact Nick Gazivoda at nick@theEEA.org or 914-591-7600, ext. 238 for more information or to obtain a contract.

THE R&R INDUSTRY’S ONLY OPEN SHOW

- The Expo is open to all qualified end-users and resellers without restriction on time with exhibitors.
- The Expo will continue the hosted-buyer program to help assure exhibitor ROI.
- The format features a unique “Conversation Center” and roundtable format to maximize the quality of conversations.
- Learn alongside customers and prospects in interactive education programs.
- Enjoy a turnkey, no-drage, aggravation-free exhibit package.

WHAT EXHIBITORS ARE SAYING

Based on the results of a survey of 2015 exhibitors:

Will You Return as an Exhibitor?

95% Yes 5% No

Length of Event

59% Just about right
19% Too long
5% Too short
18% Other

Percent of Exhibitor Who Want Education With Buyers

72% Yes 28% No

Percentage Who Feel Engagement Will Increase Use of Non-cash Rewards

90% Yes 10% No

(Note: we have slightly shortened exhibit hours, have eliminated overlap with education hours, and are taking steps to continue the increase in attendance from non-hosted buyers.)



“THE SHOW HAS BEEN REALLY GOOD.
THIS IS THE THIRD TIME WE’VE BEEN HERE,
AND WE HAD A LOT OF NEW CONTACTS
AND A LOT OF NEW BUSINESS.”

– Anne Jetter, Director, Merchant Relations & Channel Marketing, GC Incentives

TWO DAYS OF LEARNING,
NETWORKING, AND DOING BUSINESS
WITH INDUSTRY LEADERS

The Rewards & Recognition Expo is your organization's chance to get to know the industry's leading companies, learn about the most critical issues, and do business with more companies than you could meet in months on the road.

With everyone in attendance focused specifically on rewards and recognition, it's the most efficient way not only to do business but also to make sure your key staff and management is up to date with the latest trends and opportunities in this exciting new growth field.

PRELIMINARY SCHEDULE

The Rewards and Recognition Expo is co-located with the Enterprise Engagement Alliance's annual Engagement University, which last year received rave reviews from many of the top executives from leading incentive, recognition, and loyalty companies. While Engagement University begins one day before the R&R Expo, exhibitors are invited to attend all sessions at no charge.

MONDAY, APRIL 25

Engagement University Arrivals

TUESDAY, APRIL 26

9am-5pm: Engagement University
R&R Expo Arrivals

WEDNESDAY, APRIL 27

9am-noon: Engagement University/Rewards and Recognition Track
Noon: Education concludes
1 pm-5 pm: Rewards and Recognition Expo

THURSDAY, APRIL 28

9am-noon: Exhibits
Noon: Closing plenary and hosted buyer luncheon with special promotion requiring attendance to win.

CONVERSATION PACKAGE INCLUDES:

- Conference round table, chairs and signage.
- An 8-foot drape separating each Conversation Center for enhanced privacy.
- Up to two Hosted Buyer spots you can designate.
- A listing in the Top 30 Engaged Company Report in print and online for a full year.
- Electricity and Internet access.
- Complimentary exhibit and education registration for your qualified staff and up to two qualified non-hosted buyers you'd like to invite.
- Post-show database of attendees.
- Customer sponsorship opportunities, including education programs and fundraising.

"I'VE BEEN IMPRESSED THIS YEAR, IT'S DEFINITELY QUALITY OVER QUANTITY. THE QUALITY OF THE LEADS AND THE QUALITY OF THE PEOPLE HAS BEEN VERY GOOD."

– Ed Handel, Manager Corporate Sales & Business Development at Crutchfield



COSTS

Suppliers can select from two options:

1. Single Conversation Center

\$6,000 plus \$250 auction prize for the Engagement University Curriculum and Certification Silent Auction fundraising program

\$5,500 before Dec. 31, 2015

2. Double Conversation Center (limited availability)

\$9,000 plus \$250 auction prize for the Engagement University Curriculum and Certification Silent Auction fundraising program

Add \$1,000 for optional pre-event e-mail marketing campaign.

For more information please contact Nick Gazivoda 914-591-7600 or e-mail nick@theEEA.org

"THE CONVERSATION CENTER FORMAT IS VERY PERSONALIZED; YOU CAN HAVE PRODUCTIVE MEETINGS...IT WAS WELL THOUGHT OUT. FOR A SHOW OF THIS SIZE IT'S REMARKABLY WELL DONE."

– David VanWiggeren, CEO Drop Tank

BRINGING TOGETHER THE LEADERS IN REWARDS & RECOGNITION

SAMPLE OF COMPANIES REPRESENTED BY ATTENDEES

Achieve Marketing Group	Grass Roots	Paul Charles & Assoc.
All Star	Hallmark	Prograde
American Family REIT	Hi5 Recognition	PromoGroup
AnyPerk	HMI	PromoPros
Araphel	Idea Workshop	Rafflecopter
Assa Abloy	IN Marketing Group Inc.	Rapid Replacment, Inc.
Asurion	Incenta Rewards	Staples Promo
Baudville	Incentive Solutions	Stay Metrics
BI Worldwide	Incentive Solutions	Strategic Incentives
Big Y Foods	Incentive Team	Symbolist
Boost Technologies	Incentives Marketplace	TharpeRobbins
Brandmovers, Inc.	InnerWorkings Inc.	The Hughes Group
BreakAway Incentives	Inspirus	The Planet Group
C.A. Short Company	ITA Group	Touchstone Group
Capital Cities/ABC	Kapcar Sales	TPP
Causora	Kelleher Enterprises Inc.	Travel and Transport
Certif-A-Gift	KRM	U.S. State Department
Connexions Loyalty	Kudos Performance	Val-U Recognition
Creative Group, inc.	MadeToOrder.com	VIKTOR
CS Recognition Solutions	Madison Performance	Xceleration
Delta Air Lines	Group	Xtreme Recognition
Denver Medical Center	Mardi Gras Casino	
Diablo Promotions	Maritz	
Dish Network	Marketing U.S.A.	
DMG Consulting, Inc.	Mazel Company	
Don Jagoda Associates	Mazer Telecom Advisors	
E Group, Inc.	MKE Marketing	
Eagle Recognition	Moneymasternow	
EGR International	MotivAction	
Energy 2 Engage	Motivation Excellence	
Fire Light Group	MTM Recognition	
Frosch	NY Presbyterian Hospital	
Fusion Marketing	O.C. Tanner	
Gold Mobile	OSO Promotions	

“IT WAS FANTASTIC. WE’VE BEEN PLEASED
OVERALL. WE’VE GOTTEN A LOT OF
GREAT LEADS AND PROSPECTS...A LOT
OF GREAT FEEDBACK.”

– Kim Morrison, B2B Sales Administrator at Fat Boy



2015 EXHIBITING COMPANIES

The Rewards & Recognition Expo guarantees a critical mass of key incentive, recognition, and loyalty company rewards buyers through a carefully targeted hosted buyer program, and is attracting a growing number of general management and corporate end-users who attend the education of the co-located Enterprise Engagement Alliance Engagement University.

Bass Pro Shops	National Gift Card Corp.
Buffalo Wild Wings	National Incentive Brands
Bulova Corp	Nike
Cabela’s	OMI Promotions
Canon USA	O’Rourke Sales Company
Capitol Sales	PMC / Almo
Castle Merchandising	Power Sales
Crutchfield Corporation	Premco Associates
Drop Tank	Private Jet Services
Elite Creations	Group
Fandango Rewards	Pro Am Golf
NBC Universal	Reliable Corporation
Fatboy USA	Royal Caribbean
Fossil, Inc	RPG Gift Cards
Fujifilm North America	Samsonite LLC
GGI WorldWide	Seiko Corporation
GiftCertificates.com	Sony Electronics Inc.
Hanna, Zappa & Polz	Target Corporate Gift
Harco	Cards
Hyatt Hotels Corporation	Ticket Solutions
Incentive Concepts	Tourneau
IMF	Travelink American
Links Unlimited, Inc.	Express
Marathon Petroleum	Tumi
Maui Jim Sunglasses	