

Strategic Incentives

Corporate Profile and Capabilities



Strategic-Incentives®
Creating Performance Solutions



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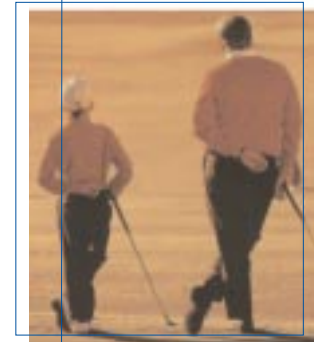
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Strategic Incentives is comprised of a team of experts who create and facilitate the most effective incentive programs for our clients.

Strategic Incentives

About Us

Based in Santa Barbara, CA, Strategic Incentives® combines our strong local presence with a worldwide selection of performance improvement solutions. Strategic Incentives® is comprised of a team of experts who create and facilitate the most effective programs in the following areas: Incentives, Recognition and Promotional Marketing.

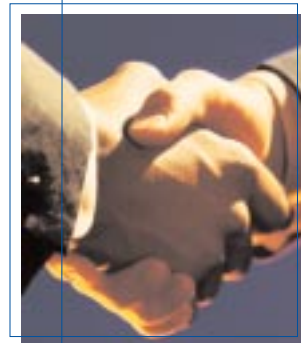
Our vision is to offer the highest value to our customers through the design and implementation of strategic incentive programs and promotional marketing concepts. We take into consideration corporate strategies and combine them with new and unique uses of incentives to help our clients improve operations in the areas of sales, marketing, quality, loyalty, change management, and customer satisfaction. With a focus of maximizing our clients return on investment and our commitment to quality, service and integrity, we deliver effective solutions. - That WORK

What We Do

Strategic Incentives® focuses on maximizing our clients return on investment, by developing solutions that are specifically molded to the client organization, increasing effectiveness and ease of implementation. We offer solutions to address the following business challenges:

Workforce Solutions:

- Reduce costs
- Increase revenue
- Improve safety
- Improve work processes
- Enhance Corporate Culture





Expect more, from your workforce

What We Do

What We Do

Channel Solutions:

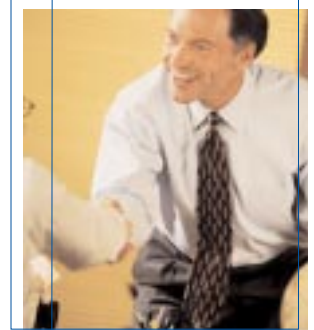
Strategic Incentives® helps your sales staff and/or suppliers to:

- Increase sales and market share
- Improve product mix
- Introduce new products / services
- Improve communications

Customer Solutions:

Strategic Incentives® helps:

- Expand your customer base
- Encourage repeat business
- Increase customer lifetime value
- Extend length of relationship





The right incentive will make an ordinary achiever an extra-ordinary success.

How We Motivate

Products and Services

At Strategic Incentives® our solutions are based on the foundation that your employees and customers are your greatest assets. We take great pride in developing solutions that ensure a strong ROI, streamlined communications, ease of administration, and offer the highest quality awards and recognition to drive the desired behavior.

All our product lines include the following professional services: Needs Assessment, Project Management and Administration, Rewards and Recognition, Program Launch and Communication, Incentive Platform Management.

Product Lines

- Sales Incentives
 - Sales Achievement Programs
 - Channel Sales Programs
 - Sales of the Month or Year
- Service and Recognition Awards
 - Years of Service
 - Early Service Recognition
 - On-the-Spot Recognition
 - Training Awards
 - Attendance Awards
 - Safety Awards
- Corporate Gifts
 - Welcome Gifts/Executive Gifts/Holiday Gifts
- Promotional Products
- Corporate Apparel





It's about people, It's about simplicity, It's about excellence.

Incentive and Recognition Solutions

Turnkey Program Solutions

S.T.A.R.S. Simplified Tracking Award Recognition System

STARS is a unique approach to award programs, which combines the advantages of symbolic recognition program with a contemporary flair and is supported by the industries' most advanced web-based administration system. The fundamental principle behind STARS is the "recipient's choice". Each recipient is empowered to choose their award from a pre-determined collection of merchandise that includes gifts for the home and office, fashion, jewelry, watches, tools, and outdoor lifestyles.

STARS offers award selections that are categorized as Commemorative and Contemporary Awards, helping solve the corporate struggle of logo vs. non-logo.

STARS provides the communication brochure packaging along with a program awareness campaign needed to make the award presentation a memorable experience.

STARS' administrative solutions are provided by e-Admin, which is a 24/7 Internet based ordering and reporting system.

Some Advantages of STARS are:

Budget Flexibility - STARS offers a selection of awards in 13 different price points to meet any budget.

Cost Effective - Our award selection brochures are printed in large quantity eliminating the need for brochure printing costs and graphics.





Encourage and Reward employee involvement in achieving business goals.

How Stars Can Work For You

Some Advantages of STARS are:

Corporate Struggle Solution - Management typically wants everything corporately identified and the employees typically want their award options to be non-decorated. STARS provides a solution by offering three distinctive program types:

- 1) Commemorative Awards where all the selections are corporately identified.
- 2) Contemporary Awards with no corporate identification.
- 3) A combination of both Commemorative and Contemporary Awards.

Administration - Our e-admin provides online administration and ordering via the Internet. Our online administration solutions also provide product selections, ordering, budgeting and real-time reporting - day or night.

Customer Service - No program would be complete without the support of a dedicated team. A dedicated Program Administrator at Strategic Incentives Headquarters will assist you in the management of all aspects of your award program to insure your complete satisfaction.

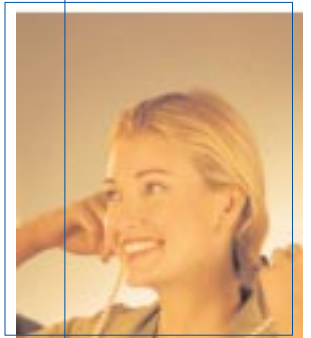
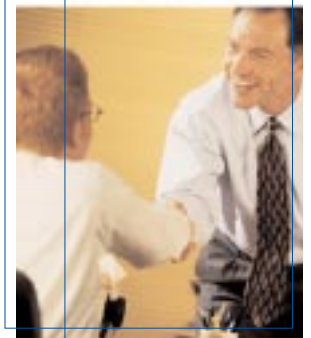
Use STARS to:

...drive sales.

- Selling more product
- Maximize product mix
- Acquiring new customers
- Launching new products
- Cross-selling to upselling
- Improving market share

...recognize your STARS.

- With Monthly or Yearly Sales awards
- For years of Service





Strategic Incentives uses a number of proven tools and systems for its performance improvement and incentive programs.

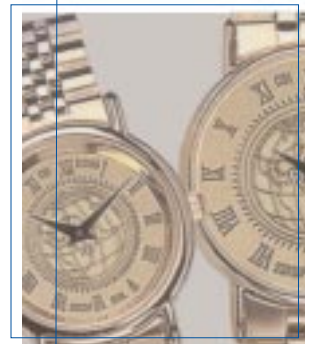
KISS Program

KISS-Keep It Simple Service

This easy to administer turnkey program includes the Deluxe Presentation Box used as a self contained, complete delivery system. The award item is included inside every recipient's Award Box, eliminating the need for award processing and administrative burdens. The award items are pre-selected and the presentation is made with the actual award as part of the presentation box. This system is perfect for early recognition or low budget situations where multiple award selections may not be appropriate.

The KISS Program includes:

- The Deluxe Gold and Black Presentation Box.
- A personalized front cover for the package window.
- A personalized letter from management, congratulating the recipient.
- A personalized, framed congratulatory certificate, signed by the company President / CEO / Chairman that honors the recipient's achievement.
- A pre-selected award item that is tastefully identified with a customized corporate identification medallion and is placed directly inside the Deluxe Presentation Box.





Internet-based applications that manage incentive, recognition, lead referral, loyalty and service award programs.

Advantages of KISS

Kiss Advantages:

The Complete Recognition Package - Inclusive of personalized certificate of recognition and recognition award.

Simple Administration - You select the award for each achievement level, provide us with the data and we do all the rest.

Meaningful Symbolic Awards - Each award is customized with a gold or silver medallion designed to your specifications.

Not Price Comparable - Custom awards selections are not available or price comparable in the retail marketplace.

Continuity - Discontinued items are not a factor with the KISS program.

On Time Recognition - The KISS program allows you to recognize the recipient at the most effective time...at the time of achievement.

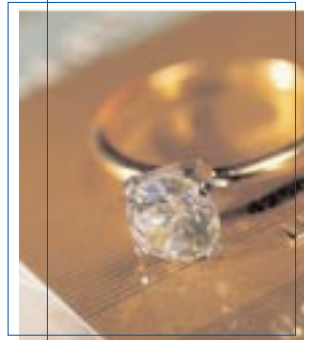
Use KISS to:

Increase your employee ROI

● Training programs ● Safety Awards ● Attendance Awards ● Welcome Gifts ● Thank you and suggestion Awards

Thank your Top Performers

● Corporate Gifts ● Sales Achievement Awards ● On-the-spot recognition





All Incentive applications have a low setup and operational cost.

Custom Solutions

Strategic Incentives® offers fully customized proprietary Web-based programs designed to meet your company's exact needs and culture. We combine the industry's most robust and secure technology platforms with our years of strategic incentive experience into developing solutions that exceed our client's expectations.

Our internal programming design team has over 20 years experience in developing solutions ranging from simple "information" sites to complex "dynamic" sites with such functions as multi-level logins, sales claims, production reporting, wish list, shopping cart features, surveys, training systems, point purchasing, enrollment options, and country coded displays.

Use our Custom Solutions to:

Achieve your strategic goals.

- Sales
- Customer Loyalty
- Marketing
- Recruitment
- Training
- Enterprise Incentive Systems.

Awards

Awards are the core ingredient in improving the performance of individuals and teams. They need to reflect the nature of the achievement and the status of the participants that earn them. We help clients select an award mix that suits their specific needs and program goals. Options include a wide range of high-quality merchandise and travel awards, to re-loadable debit cards. This way, program participants are given the ability to select incentive awards that are relevant, positive, immediate and desirable.





We represent more than 5,000 manufacturers and over 100,000 products.

Award Selection

Commemorative Awards

The Commemorative Selections are heirloom awards, chosen for their permanence and quality. All commemorative awards contain a symbolic medallion that displays your company's corporate identity. The symbolic medallion is precision manufactured and plated in 23K gold or silver to retain quality luster for a lifetime of use.

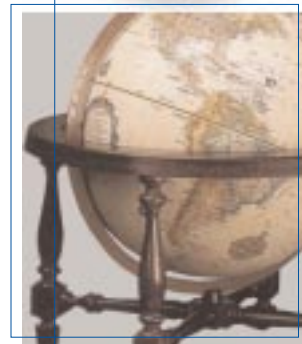
Every item in the Commemorative Selections has been designed and hand assembled to incorporate the medallion as an integral component of the product. The utmost care has been taken in the placement of the medallion to coordinate and compliment each award.

Award Features:

- 13 Pre-designed Budget Levels
- 4 Pages of Products per Level
- Average of 35 Selections per Budget Level
- Award Values from \$35 to \$650
- Customized Corporate Medallion

Award Categories:

- Traditional - clocks, crystal, leather briefcases and bags
- Art Gallery - professionally framed art and lithographs
- Jewelry - sterling silver and solid gold rings, Cross pens
- Watches - custom medallion dial watches: Bulova, Seiko, Citizen





Gift giving is an excellent way to build or maintain business relations.

Award Selection

Contemporary Awards

Contemporary Award Selections have been selected for lifestyle-minded recipients from well-known brands with high-perceived value. Contemporary awards do not include corporate identification.

Award Features:

- 13 Pre-designed Budget Levels
- 4 Pages of Products per Level
- Average of 50 Selections per Budget Level
- Award Values from \$35 to \$650
- No Corporate Identity

Award Categories

- Traditional - clocks, crystal, silver, china
- Lifestyle - outdoor products, cameras, tools, sporting equipment
- Electronics - Sony and Panasonic TV's, VCR's, CD Players
- Jewelry - sterling silver and solid gold rings, Waterman pens
- Watches - Bulova, Seiko, Citizen, Movado, ESQ





Strategic Incentives Can Simplify Your Life Today

Program Administration

e-Admin

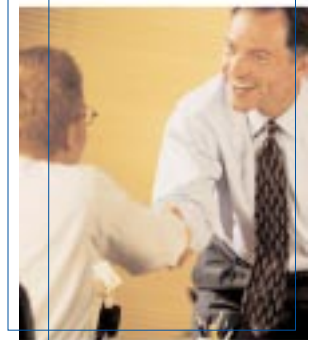
No program is complete without an effective measurement and feedback component. Strategic Incentives® can simplify your life with easy and reliable e-Admin Services. Whether you want to outsource some or all of the day-to-day details of your program, Strategic Incentives® administration solutions enables you to choose a level of service that is right for you.

e-Admin Service Options include:

- Real-time, Online Program Reports
- Traditional Print Reports
- Award Order Status and Tracking
- Award Ordering via Mail, Phone, Fax, or Internet
- Security Level Logins
- E-mail or Printed Manager Notifications
- E-mail or Printed Reminders for Managers
- Toll-free Service Support

Program Implementation

Strategic Incentives® will recommend the most effective implementation system for your program and develop the appropriate communication platforms, keeping participants involved and ready to perform. We provide all our clients with the benefit of our knowledge and experience in all forms of communication. As your incentive partner, we will provide the necessary support and administrative tools to guarantee the success of your program.





Promote Your Company With Name Brand Products.

Promotional Solutions

Product Outline

As a full service promotional marketing agency, we take great pride in our ability to provide innovative ideas and to create promotional programs that mesh with your existing marketing efforts and incentive platforms.

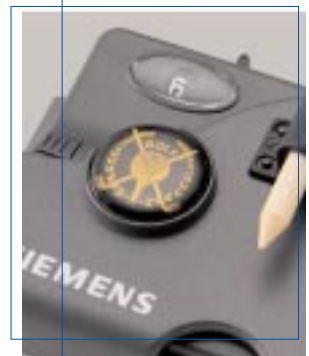
We offer you timely, one-on-one service backed by the buying power of the world's leading promotional products company. This unique combination allows us to provide you with a world of promotional options and on-target marketing solutions that produce results. Our professional approach to promoting your company includes:

- Evaluation of your audience and marketing objectives
- Developing an effective theme and detailed plan of action
- Access to the largest database of promotional items
- Overseeing every aspect of your promotional plan

Use Promotional Products to:

...Increase your Brand Profitability

- Promote Brand Awareness
- Increase Tradeshow Traffic
- Drive Web Traffic
- Enhance Customer Appreciation
- Achieve Corporate Milestones
- Improve Market Share
- Launch New Products
- Direct Mailers
- Executive Gifts
- Corporate Gifts





Maintain Company Pride and Build Morale.

Corporate Apparel

Corporate Apparel Solutions

In addition to the obvious advertising benefits, wearables are a great way to maintain company pride and build morale. Strategic Incentives® offers every conceivable type of apparel. From polo shirts, sweaters and sweatshirts to jackets, blazers and dress shirts, our selection can accommodate any need for corporate casual or dressy business attire. Our selection also includes baseball caps, hats, footwear, children's wear and sunglasses. Not to mention, a huge array of imprinted accessories such as tote bags, beach towels, umbrellas and much more.

We offer unrivaled quality silk-screening and embroidery, in addition to fulfilling all your pre-press and digitizing needs.

Use Corporate Apparel to:

- Enhance Your Brand awareness
- Special Events
- Team Wear
- Uniforms





Our Promise To You As A Customer.

Vision/Mission/Values

Vision

Our vision is to offer the highest value to our customers through the design and implementation of strategic incentive programs and promotional marketing concepts. Strategic Incentives® incorporates industry knowledge with innovation, speed, and technology to meet the growing needs of our customers. With a commitment to quality, service and integrity, we aim to create visible results for our customers in all our product offerings.

Mission

Our mission is to create and deliver the most cost effective solutions that help our clients achieve their strategic goals. We continually strive to meet the needs of our clients and design solutions - that work.

Values

- Maintain the highest degree of integrity and professionalism.
- Provide the highest value for our clients at the lowest possible cost.
- Assist our clients, their customers, and their employees in resolving any questions or concerns.
- Ensure the success of our incentive programs for all of our clients.
- Listen to our customers.
- Treat our employees as we do our clients, with dignity, respect and professionalism.
- Always seek to improve our methods.

