

EXHIBITOR PROSPECTUS

SEPTEMBER

25, 26, 27

MCCORMICK PLACE SOUTH, CHICAGO, ILLINOIS, USA

2007



THE MOTIVATION SHOW  
BUSINESS SOLUTIONS THAT MOTIVATE PEOPLE™



THE 74TH NATIONAL PREMIUM INCENTIVE SHOW

THE 35TH INCENTIVE TRAVEL AND MEETING EXECUTIVES SHOW



REACH THE BUYERS THAT COUNT

END-BUYER / INCENTIVE COMPANY / MEETING PLANNER / AGENCY / PROMO PRODUCTS / TRAVEL PLANNER

WWW.MOTIVATIONSHOW.COM



reach  
me

"I'm working on several sales incentive programs and product launches that can include up to 11,000 products ranging in type and price from very inexpensive to big awards with European destinations. Top prizes I am looking for are in the \$2,500 range. It's a great benefit to be here and to talk with others in the industry and share ideas..."

Paul Waclawski  
Director, Pfizer Global Pharmaceuticals

DON'T JUST COUNT THE BUYERS YOU REACH  
REACH THE BUYERS THAT COUNT

WHO ATTENDS



Reach  
me!

"My company sends people here every year. We're looking for more higher-end products in quantities from 20-500. Coming here has been valuable because I have already found several ideas that I wouldn't have thought of otherwise."

Allison Campbell  
Purchasing Manager,  
Performance Network

*The Motivation Show* means quality attendees and a buyer profile unmatched by any other industry event!

Attendees to *The Motivation Show* are the movers and shakers in the incentive, recognition, and motivational meeting industry. Virtually all attendees are involved in the selection of products and services for their company's incentive, recognition, and motivational meeting programs.

75%

75%  
ATTEND NO OTHER  
INDUSTRY TRADE SHOWS

**ATTENDEE PRIMARY BUSINESS ACTIVITY**

*(From 2005-2006 registration records)*

	2005	2006
Manufacturer	658	854
Retailer/Food/Lodging Service	394	429
Financial/Insurance/Real Estate	426	1,011
Medical/Pharmaceutical/Healthcare	229	268
Media/Publishing/Internet	219	269
Transportation/Communications/Utilities	181	181
Services (Business or Professional)	1,006	1,024
Other End-Buyer	649	1,117
Incentive Company	1,664	1,864
Promotional Products Distributor	2,007	1,023
Ad/Marketing/Sales Promotion Agency	1,073	1,213
Meeting Planner	1,571	1,394
Travel Agency/Fulfillment	647	680
Incentive Representative	567	488
Catalog/Mail Order	161	128
Incentive Manufacturer	166	145
Travel Services	769	522
Other Supplier	770	857
<b>Total Registrants</b>	<b>13,157</b>	<b>13,467</b>



"Asking questions, seeing quality items firsthand and meeting with key people helps us do a better job throughout the year. Coming to the Show actually saves time over just looking at catalogs or searching the internet. We plan to buy from exhibitors we met here within the next few weeks."

Bianka Cabreja  
Marketing Manager,  
Anheuser-Busch, Inc.

**TOP MANAGEMENT**

President, Owner, CEO	26%
Sales & Marketing VP, Director, Manager	28%
Event Planner/Marketer/ Sponsorship Manager	8%
Purchasing/Production Manager	5%
Meeting/Convention/ Travel Manager	7%
Advertising/Sales Promotion Director, Manager	4%
HR/Training Director, Manager	4%
Other	17%

**26% are CEO's**

**POWER BUYERS**

*(approximate annual budget for all incentives, meetings, business gifts and promotional products)*

26%	Less than \$25,000
15%	\$25,000 to \$100,000
28%	\$100,000 to \$1 million
31%	Over \$1 million

**59% have annual budgets over \$100,000**

**DECISION-MAKERS**

68%	Recommend the item, service, or supplier
44%	Purchase the item or service
35%	Give final approval to purchase

**87%\* are involved in the purchasing process**

*\*Exhibit Surveys 2005 all-show average is 82%*

SELECT YOUR FUTURE CUSTOMERS FROM THIS LIST OF  
AMERICA'S LEADING COMPANIES WHO WERE  
**VERIFIED ATTENDEES**  
AT THE 2006 MOTIVATION SHOW

3M Pharmaceuticals  
Abbott Laboratories  
Ace Hardware  
ADP  
Aetna  
AIG  
Alfa Insurance  
Allen-Bradley  
Allstate Insurance  
American Express  
American Family Insurance  
American Honda Motor  
Amway  
Anheuser-Busch  
Astellas Pharma US  
AT&T  
Avon Products  
Auto Owners Insurance  
Bank of America  
Bankers Life & Casualty  
Baxter Healthcare  
Bear Stearns & Co.  
Berkshire Life Insurance  
BIC Graphic USA  
BISYS Insurance  
Border Foods  
Boston Mutual Life  
Boston Scientific  
BP Products N.A.  
Bridgestone Firestone NA  
Brim Healthcare  
Brunswick  
Burger King  
Cadbury Schweppes  
Caterpillar  
Citicorp Diners Club  
CNA Insurance  
Continental Tire  
Country Insurance  
CPS Energy  
Crest Steel  
DDB Worldwide  
Diebold  
Discover Financial  
Disney ABC Cable  
Dollar Thrifty Worldwide

Eli Lilly  
Emerson Fans  
Factory Motor Parts  
Farm Bureau Insurance  
Federated Department Stores  
Fedex  
Firemans Fund Insurance  
Firestone Building Products  
First Data  
Flair Communications  
Ford Motor  
Fort Dearborn Life  
GE Healthcare  
General Motors  
GlaxoSmithKline  
Grainger  
Harley-Davidson Motor Co.  
Heineken USA  
Hewlett Packard  
IBM  
Intel  
John Deere  
John Hancock Financial  
Johnson & Johnson  
Kellogg Company  
Kichler Lighting  
Kraft Foods  
LaSalle Bank  
Lennox  
Liberty Mutual  
Mary Kay  
Mastercard  
McCann-Erickson  
McDonalds  
McKee Foods  
Medtronic  
Metlife  
Miller Brewing  
Mitsubishi Fuso Truck  
Monsanto  
Nationwide Insurance  
NBC  
NCR  
Nestle Purina  
Northwestern Mutual  
Office Depot

Oscar Meyer Foods  
Parker Hannifin  
Pfizer  
Phillip Morris USA  
Pillsbury  
Pitney Bowes  
Porsche Cars of N.A.  
Proctor & Gamble  
Qwest Communications  
Republic Tobacco  
Robert Bosch Corp.  
Royal Bank of Canada  
Safeco Insurance  
Schering-Plough  
Sentry Industries  
Shelter Insurance  
Snap-On Tools  
Sprint  
State Farm Insurance  
Subaru of America  
Takeda Pharmaceuticals  
Tap Pharmaceuticals  
Tellabs  
Time Warner  
TransAmerica  
Unilever  
United States Steel  
Van Kampen Investments  
Verizon Wireless  
Visa  
Volvo Cars N.A.  
Walgreens  
Wells Fargo

**+5000**  
MORE BY SHOWTIME!

"There's a great benefit to being here at the Show. Serious business is conducted here, but it's also a fun Show. It's great to get out of the office and focus on what I need to get done here. One of the programs I'm working on includes bringing 600 people to Maui and providing them with room gifts and other products. I definitely find things here that I would not have thought of otherwise."

Christine Reppert  
Marcom Manager, Firestone  
Building Products Company



## WHO EXHIBITS?

Exhibitors at *The Motivation Show* are the Industry's leading suppliers of incentive merchandise, incentive travel services, promotional products, gift cards, recognition awards, corporate gifts, and meeting services. More than 1,500 suppliers from over 100 merchandise and travel categories exhibit each year in the world's largest collection of incentive products and services.

TO SEE WHO EXHIBITED IN 2006, VISIT [WWW.MOTIVATIONSHOW.COM](http://WWW.MOTIVATIONSHOW.COM)

THE MOTIVATION SHOW CONSISTENTLY RANKS AMONG THE  
**TOP 100** ANNUAL TRADE SHOWS  
IN THE U.S.



TYPES OF INCENTIVE PROGRAMS USED <i>(or plan to use)</i>	
<i>Business and corporate gifts</i>	<b>7,392</b>
<i>Employee incentive or recognition award</i>	<b>6,450</b>
<i>Consumer or customer promotions</i>	<b>5,320</b>
<i>Dealer or sales incentives</i>	<b>6,047</b>
TYPES OF AWARDS CURRENTLY USED	
<i>Merchandise incentives and awards</i>	<b>55%</b>
<i>Promotional products/ad specialties</i>	<b>50%</b>
<i>Group and individual travel incentives</i>	<b>44%</b>
<i>Gift certificates and debit cards</i>	<b>35%</b>
<i>Meeting sites/services</i>	<b>42%</b>
<i>Event marketing/services</i>	<b>34%</b>
INCENTIVE TRAVEL/MEETING GROUP SIZES	
<i>Individual Travel</i>	<b>2,775</b>
<i>Less than 50</i>	<b>3,619</b>
<i>50-199</i>	<b>3,658</b>
<i>200-500</i>	<b>2,558</b>
<i>Over 500</i>	<b>1,750</b>

TRAVEL/MEETING SERVICE CATEGORIES	
<i>Accommodations</i>	<b>57%</b>
<i>Official tourist organization</i>	<b>36%</b>
<i>Transportation</i>	<b>35%</b>
<i>Special event venue</i>	<b>33%</b>
<i>Cruise line/yacht charters</i>	<b>31%</b>
<i>Ground logistics</i>	<b>24%</b>
<i>Meeting services</i>	<b>21%</b>
<i>Incentive company</i>	<b>17%</b>
INTERNATIONAL INCENTIVE TRAVEL/MEETING DESTINATIONS	
<i>Canada, Mexico, &amp; Caribbean</i>	<b>4,387</b>
<i>Europe</i>	<b>3,663</b>
<i>Pacific/Asia</i>	<b>2,426</b>
<i>South/Central America</i>	<b>2,224</b>
<i>Africa/Middle East</i>	<b>1,531</b>

# INDUSTRY INFLUENCERS .....

93%

93% of the attendees at the Show took action!

75% requested information or pricing be sent to them, 50% selected specific products/suppliers for future purchase, and 19% had already made a purchase just weeks following the Show.



**MERCHANDISE CATEGORIES**

<i>Electronics</i>	<b>49%</b>
<i>Apparel &amp; Accessories</i>	<b>44%</b>
<i>Food &amp; Beverage Gifts</i>	<b>42%</b>
<i>Writing &amp; Desk Accessories</i>	<b>37%</b>
<i>Clocks &amp; Watches</i>	<b>37%</b>
<i>Luggage &amp; Leather Goods</i>	<b>37%</b>
<i>Sporting &amp; Recreational Goods</i>	<b>36%</b>
<i>Cameras &amp; Photo Equipment</i>	<b>35%</b>
<i>Trophies, Plaques &amp; Awards</i>	<b>33%</b>
<i>Book, Movies, Music</i>	<b>27%</b>
<i>Tools &amp; Hardware</i>	<b>23%</b>
<i>Fine Giftware &amp; China</i>	<b>19%</b>
<i>Home Appliances &amp; Furnishings</i>	<b>18%</b>

**SOURCES USED TO PURCHASE MERCHANDISE AND/OR TRAVEL**

<i>Direct from the Manufacturer</i>	<b>60%</b>
<i>Direct Purchase – Airline, Hotel, etc.</i>	<b>52%</b>
<i>Promotional Products Distributor</i>	<b>35%</b>
<i>Premium Representative</i>	<b>29%</b>
<i>Full Service Incentive Company</i>	<b>27%</b>
<i>Local Retail Store</i>	<b>22%</b>
<i>E-commerce (Internet)</i>	<b>21%</b>
<i>Premium Jobber/Distributor</i>	<b>18%</b>
<i>Mail Order House</i>	<b>12%</b>
<i>Retail Travel Agency</i>	<b>8%</b>
<i>Sales Promotion/Advertising Agency</i>	<b>8%</b>

**Note:** This data was obtained from the 2005-2006 final registration records and a 2004 survey conducted by Exhibit Surveys, Red Bank, NJ.

**WHAT DO THEY BUY?**



# HOW WE HELP YOU SELL!

THE INDUSTRY'S LARGEST ANNUAL PROMOTIONAL CAMPAIGN

## Prospects Are Targeted With Multiple Messages

- Sales and Marketing Managers
- Human Resource Managers
- Incentive Company Executives
- Corporate and Association Meeting Planners
- Corporate Travel Professionals
- Promotional Products Consultants
- Catalog Buyers

## New Attendees Are The Target of Advertising

- Starting in May, four new four-color ads appeared over 50 times
- 20 trade publications delivered specific messages to our seven target audiences
- Newspaper ads appeared in the Business Section of the Chicago Tribune and the Daily Herald in the days prior to the Show

## Buyers Are Contacted With Direct Mail and E-Mail

- Informative direct mail brochures and email messages were delivered to more than one-half million business professionals during the summer months
- A VIP invitation was provided to exhibitors in quantity to distribute to their customers and prospects providing FREE registration to the Show

## Award Winning Radio That Reminds

- In the weeks prior to the Show, over 100 60-second radio spots reinforced the attendance promotion campaign in the local Chicago Business Community

## Public Relations Campaign That Informs

- Editorial staffs at more than 200 trade and business publications were kept up-to-date on Show events

## A Website For Instant Information

- [www.motivationshow.com](http://www.motivationshow.com) made it easy to register, find information about housing, and excite attendees about seminars, exhibitors and special events



"We work on about 25 annual meeting and incentive trip programs per year that each run about four nights and include 800-4,000 people. The mix of travel and products is ideal and saves on research time and costs. I've found destinations and products here that I didn't consider before coming to the Show."

Valerie Wenzel  
National Account Manager,  
Meister Meeting Services, Inc.



"Coming here is a prime opportunity to see new and different products. I found a few great new items here for current projects including employee motivation, sweepstakes and incentive programs. Quantities for products I'm currently sourcing range from 10 higher-end items to five million for a consumer in-pack retail promotion. I'll definitely buy from exhibitors I met here within the next few months"

Paul Estenson  
President, E Group



"It's great to be here and talk to the travel and merchandise exhibitors. Talking directly to people helps me ask better questions and receiving the information I need to make our events a success. For example, we are planning a trip for 1,700 people in 2007 and not all properties can provide what we need. In the long run, coming here saves time over trading messages on the phone."

Diane Quido  
Corporate Event Manager, AT&T Operations, Inc.



THE MOTIVATION SHOW GOES ONLINE FOR

# 24/7/365 PROMOTION!

*The Motivation Show* maintains the industry's largest online database of thousands of suppliers and more than 40,000 products at [www.MotivationSearch.com](http://www.MotivationSearch.com) year round. Visitors are able to view comprehensive product and service catalogues online, then contact exhibitors and reps electronically for more information – or schedule an appointment at showtime. For just \$50 a year, it's a low-cost online solution that takes advantage of the fast growing role of the internet in incentive and marketing commerce.



THE MOTIVATION SHOW — BUYERS WITHIN reach



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THE 74TH NATIONAL PREMIUM INCENTIVE SHOW	
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**TO RESERVE EXHIBIT SPACE, CONTACT:**

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For complete show info, visit  
[WWW.MOTIVATIONSHOW.COM](http://WWW.MOTIVATIONSHOW.COM)