



**NOW
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Editorial Planner Winter 2008

Using Premiums and Incentives to Achieve Sales Success

COVER FEATURE

Travel Add-Ons

Travel incentives are ideal for those wishing to get out and experience the world. Within the incentive marketing industry, there are several travel add-ons that complement the generic “10 days in Vegas” individual type of incentive reward. From gift cards to product, there is much more that can be incorporated into your sales channel above and beyond the actual destination.

FEATURES

A Marriage of Convenience

Within today’s sales channel, there is a time and a place to use certain products and services. The key is to understand how those products and services can work well together.

Looking for Some Incentive R&R?

This article will assist readers in understanding the incentive purchase agreement, and the rules and regulations involved with it. If I am the owner of a program, a supplier to the program or a participant in the program, what are the different things to keep in mind?

From Objective to Delivery

A continuation of Power Breakfast speakers with tips on how to implement an effective incentive program.

DEPARTMENTS

New Member News

Our new member profile plus a list of new IMA-CC member companies.

What’s Hot?

The latest in “big-ticket” rewards, gift cards and travel merchandise.

Survey Poll

Results from this poll will be revealed in the Spring issue of *Canadian Incentive Magazine*. Plus: results from our Fall poll.

Incentive Research

Measuring incentive ROI.

Industry News

The latest happenings within IMA-CC.

Incentive Calendar

A comprehensive list of upcoming conferences, tradeshow and events.

Beyond Cash

A full-colour department featuring the latest and greatest in product and service offerings in Canadian incentive marketing.

All feature stories subject to change.



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