



WORLD INCENTIVES

Motivation through Innovation

WORLD INCENTIVES, INC

The Keystone of World Incentives

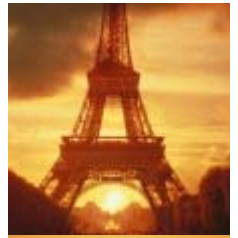
"Motivation through Innovation". True innovation comes as a result of an investment in resources...a philosophy to which we are committed.

- ▶ World Incentives is an incentive marketing company, specializing in the art of performance improvement. Our products and services are custom-designed to achieve maximum impact, while reflecting the individualized, unique ways that our clients operate their businesses.
- ▶ We take pride in our leadership role in developing new, unique and unusual award programs that exceed our clients' expectations, enabling them to surpass their sales and service objectives.
- ▶ We create rare, eminently successful programs that become famous in the annals of corporate lore...the award program your employees reminisce about all year long...the standard by which all other award programs are measured.
- ▶ Our success is dependent upon our ability to be -and stay- proactive in identifying and creating extraordinary programs that help our clients and their employees sharpen their competitive edge.
- ▶ Effectively-designed and properly-implemented recognition and incentive programs consistently enable companies to measurably improve business performance.

KEEPING PACE

Industry leaders, like you, recognize the critical need to adopt new philosophies and unique approaches to retain, motivate and inspire their most valuable assets: employees and customers.

World Incentives can help you inspire your employees and/or customers to reach the levels of performance which will allow you to fulfill your business objectives.



WORKING TOGETHER

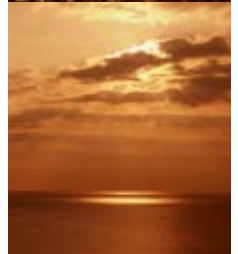
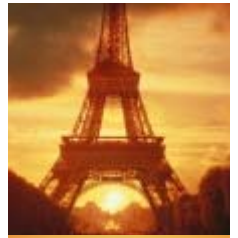
Whether improving sales or productivity, increasing market share, improving customer loyalty, rewarding employee performance or reinforcing marketing objectives, our job is to continually search for innovative ways that enable your business to achieve its full potential, utilizing its most valuable assets: employees and customers.

- ▶ We do this, first, by listening to what our clients say about the goals they are trying to achieve.
- ▶ We take time to learn about the culture of the company we are serving, profile your target audience and determine what will best motivate them.
- ▶ We make a point of understanding our client's competitors and current market conditions and other factors that may play a key role in shaping the final program.
- ▶ We remain true to our philosophy, in that we always seek, remain receptive to, and embrace the use of new, as well as tried-and-true incentive products.

APPLICATIONS FOR PERFORMANCE AWARD and IMPROVEMENT STRATEGIES

We develop and implement strategies designed to:

- ▶ Increase Sales
- ▶ Improve Quality
- ▶ Boost Productivity
- ▶ Increasing Market Share
- ▶ Build Customer Loyalty
- ▶ Reward Employee Performance
- ▶ Reinforce Marketing Objectives
- ▶ Reward Innovative Ideas
- ▶ Launch New Products and Services
- ▶ Employee Service
- ▶ Promote Safety



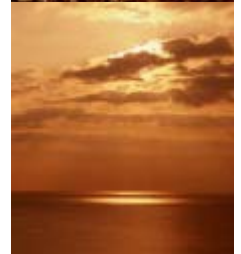
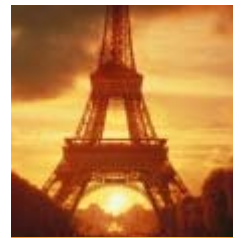
HOW WE BUILD WINNING AWARD PROGRAMS

WORLD INCENTIVES will design and execute an award strategy that allows you to accomplish your objectives within your budget, in a way that *distinguishes* and rewards those who have attained your goals.

PERFORMANCE IMPROVEMENT STRATEGIES

Steps to a Winning Strategy:

- ▶ Program Strategy Assessment
 - ▶ Program Development and Design
 - ▶ Award Selection and Fulfillment
 - ▶ Program Promotion
 - ▶ Multi-Level Participant Communications
 - ▶ Program Assessment and Evaluation
-
- ▶ Program Strategy Assessment
Based on your performance objectives and current market conditions, we will develop an incentive strategy tailored to the dynamics of your business.
 - ▶ Program Development and Design
We will assist in determining and developing the program structure and rule criteria consistent with your corporate methodology.
 - ▶ Award Selection
Having pre-determined award funding, budget and strategy, we will recommend a selection of awards to mobilize your target audience.
 - ▶ Program Promotion and Multi-Level Participant Communications
Our team of multi-media designers will create a comprehensive promotional program to effectively communicate your goals.
 - ▶ Award Fulfillment
Program participants who have achieved the qualifying goals will be rewarded with products that *distinguish* you with your customers and employees.
 - ▶ Program Assessment and Evaluation
At the program's conclusion, we will evaluate all program components and provide an assessment of its impact on targeted objectives.



WORLD INCENTIVES PRODUCTS AND CAPABILITIES

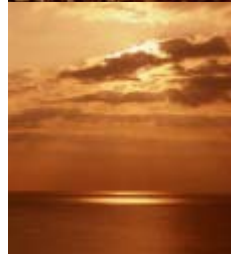
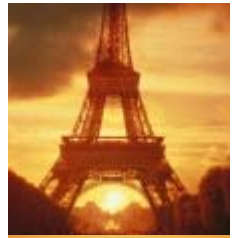
AWARD ACCESS

WORLD INCENTIVES can answer your performance improvement questions, and provide you with a wide range of program alternatives and pricing strategies. We can assist your company in creating programs that become the means by which your corporate sales, production and recognition goals are achieved.

In addition to Customized Group Individual Incentive Travel strategies, we can also assist you with:

"EXCELLENCE THROUGH INNOVATION" PRODUCTS AND SERVICES

- ▶ Customized Group Incentive Travel
- ▶ Customized Individual Incentive Travel Awards
- ▶ Individual Incentive Travel Awards
- ▶ Top-Brand Merchandise Awards
- ▶ Meeting and Event Management
- ▶ Effective and Attention-Grabbing Communications
- ▶ Distinctive and Easily Communicated Promotions



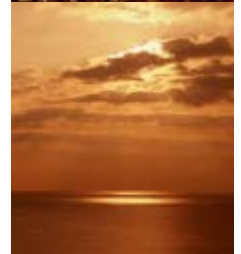
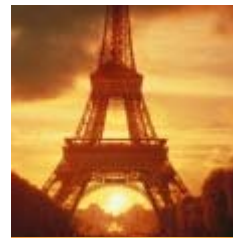
GROUP INCENTIVE TRAVEL

We create rare, eminently successful Group Incentive Travel programs that become famous in the annals of corporate lore...the award program about which your employees will reminisce all year long... the standard by which all other award programs are measured.

With more than 30% of our annual budget directed towards research and development, you can be assured your award winners will receive the ultimate travel experience as a result of our select destinations and the unique way we craft your program itinerary.

GROUP INCENTIVE TRAVEL CAPABILITIES INCLUDE:

- ▶ Proposal of destinations and itinerary development which reinforce program objectives and unquestionably inspire participant
- ▶ Supplier selection, contract negotiation and contract execution with only those suppliers who provide the ultimate in innovation, at the highest level of service, at the best value
- ▶ Expert program management and administration
- ▶ Program theming designed to reinforce program objectives
- ▶ Professional on-site destination specialists ensuring flawless execution of program
- ▶ Meticulous management and cost control of room inventory, food and beverage, activity programming and transportation arrangements
- ▶ Individualized attention to VIP on-site requests
- ▶ Knowledgeable and friendly Hospitality Staff
- ▶ White-glove service for all air reservations and special travel requests
- ▶ Customized travel arrangements for pre and post-trip extensions
- ▶ Clever and attention-grabbing pre-trip program communications
- ▶ Lasting, unique and customized guest gifts conveying genuine appreciation
- ▶ Program account reconciliation and budget analysis
- ▶ Program objectives assessment and evaluation



DETAILED GROUP INCENTIVE TRAVEL CAPABILITIES

We will customize your program by integrating the appropriate Incentive Travel Services.

WORLD INCENTIVES, Inc. believes that creative design and planning begins with the program strategy assessment, but continues throughout the actual operation of your program. We want each detail of the program to be planned and executed to perfection.

- ▶ Review client goals and program objectives
- ▶ Establish overall program guidelines
- ▶ Prepare program budget
- ▶ Recommend spending within budget
- ▶ Propose program options

FINANCIAL

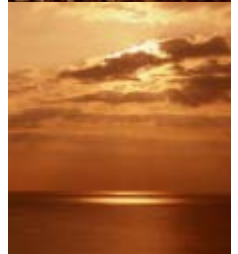
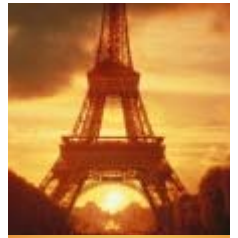
WORLD INCENTIVES, Inc. will keep you abreast of all detailed final accounting of any program changes as well as final program reconciliation.

- ▶ Develop preliminary program budget
- ▶ Reconcile vendor invoices
- ▶ Provide program cost summaries
- ▶ Prepare additional financial reports as requested

SITE SELECTION AND NEGOTIATION

WORLD INCENTIVES, Inc. account support group will monitor all contractual obligations with program suppliers and review payment schedules as they are required.

- ▶ Review past incentive program activity
- ▶ Research options for unique and innovative destinations
- ▶ Recommend sites achieving goals within the budget
- ▶ Arrange or conduct site inspections as needed
- ▶ Negotiate rates, payments, cancellation and terms & conditions



PROGRAM MANAGEMENT AND ADMINISTRATION

WORLD INCENTIVES Inc. is proud to have top level experienced, professional, friendly staff. They will answer questions, coordinate logistics and assist attendees in any way possible.

- ▶ Manage day-to-day activities and inquires
- ▶ Recommend, contract and manage suppliers
- ▶ Coordinate all logistics with hotel and suppliers
- ▶ Develop food and beverage program
- ▶ Establish and manage rooming lists and updates
- ▶ Coordinate program logistics
- ▶ Design and produce registration and program information
- ▶ Coordinate and manage registration mailings
- ▶ Prepare travel and logistical information for attendees
- ▶ Coordinate attendee correspondence
- ▶ Participant invitations
- ▶ Participant confirmation letters
- ▶ Program General Information
- ▶ Logistic Response form
- ▶ Air Response form
- ▶ Thank you letters
- ▶ Track attendee responses
- ▶ Develop air, activity, badge and other lists
- ▶ Provide on-site printed materials
- ▶ Attendee Lists
- ▶ Transportation Reminder
- ▶ Produce program itinerary booklet
- ▶ Update attendee address list



ON-SITE COORDINATION

WORLD INCENTIVES, Inc. will provide seasoned professional Program Managers who will oversee every detail of your program from early arrivals through final billing. These professionals are experienced in all aspects of incentive travel management. They are courteous and indispensable to the participants. On-site responsibilities include:

- ▶ Pre-program meetings with hotel and suppliers
- ▶ Handle all communications with hotel staff
- ▶ Staff hospitality desk to assist participants
- ▶ Monitor airline schedule changes
- ▶ Oversee food & beverage functions
- ▶ Update rooming list changes
- ▶ Supervise supplier services
- ▶ Oversee and adjust meal counts and guarantees
- ▶ Assist in facilitating group movements to planned functions
- ▶ Inventory and distribute program materials
- ▶ Coordinate program shipping and receiving
- ▶ Coordinate production and A/V specifications
- ▶ Arrange for special services
- ▶ Provide each participant with detailed transportation reminder
- ▶ Coordinate transportation departures from the hotel
- ▶ Review hotel master accounts and supplier accounts prior to program's completion
- ▶ Prepare and attend post-meeting program review

RECREATIONAL AND LEISURE ACTIVITIES

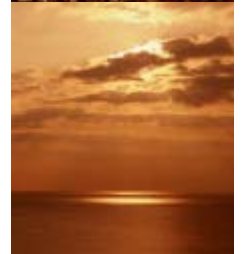
WORLD INCENTIVES, Inc. will develop a program that best suits your requirements and accomplishes your program objectives.

- ▶ Customize activities to meet group dynamics
- ▶ Coordinate activities
- ▶ Supervise suppliers and logistics

SPECIAL EVENTS AND SERVICES

WORLD INCENTIVES, Inc. will provide fully integrated program concepts and objectives.

- ▶ Design concepts and entertainment themes including theme-enhancing food and beverages
- ▶ Select gifts, amenities and promotional items
- ▶ Contract: Speakers, entertainment, photographers, florists, theme decorators, transportation, security



AIRLINE RESERVATIONS AND TICKETING

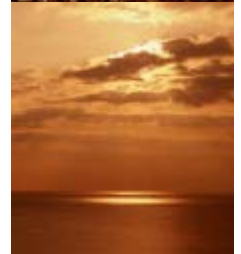
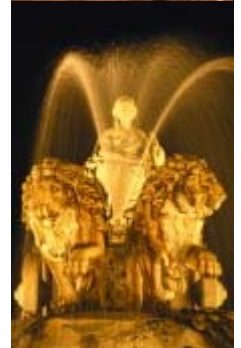
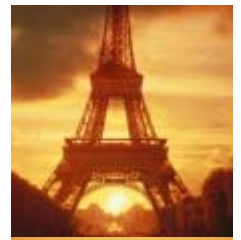
WORLD INCENTIVES, Inc. can provide white-glove air ticketing *or* we can work in partnership with your travel management company to insure best practices, lowest fares and timely delivery of documents.

- ▶ Coordinate reservations or work in partnership with your travel management company
- ▶ Coordinate reservation changes
- ▶ Coordinate ticketing and travel document mailing
- ▶ With preferred Agency status, it is possible to secure premium seating (including exit rows) with carriers. When pre-assigned seating is not available at booking, agents will monitor the records daily and will e-mail the traveler when seats have been assigned
- ▶ Airfare sales will be monitored and booked whenever there is a saving to the client company
- ▶ 24/7 emergency service will be provided for attendee assistance
- ▶ Provide participant air itineraries specifying:
 - Meal service
 - Frequent Flyer Numbers assigned to each flight
 - Seat assignment information
 - Elapsed flight times and terminal information
- ▶ We can also provide enhanced itinerary information that includes current weather, maps, gate assignments and other destination information.

TRANSPORTATION

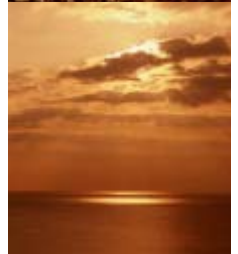
WORLD INCENTIVES, Inc.'s objective in managing your program is to offer your participants the highest level of service.

- ▶ Arrange local transportation
- ▶ Track estimated time of arrivals for incoming flights and convey delays
- ▶ Organize VIP special events and transportation
- ▶ Coordinate airport arrivals and departures
- ▶ Monitor supplier equipment, staff and service
- ▶ Provide departure transportation reminder to attendees
- ▶ Coordinate individual and group transportation movements



FULL SERVICE MERCHANDISE CAPABILITIES

- ▶ Experienced Account Management
- ▶ Award Services
- ▶ Distribution Center
- ▶ Courteous and Efficient Staff
- ▶ In-House Creative Services and Marketing Departments
- ▶ Information Management Systems



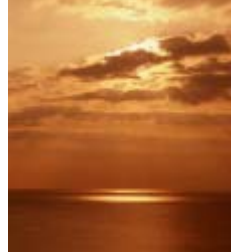
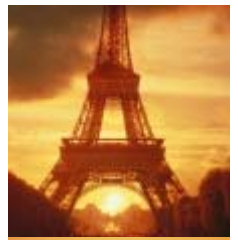
ACCOUNT MANAGEMENT

Account Manager:

- ▶ Principal Client Contact
- ▶ Program Leader for the Planning, Implementation and Operation of Your Program

Program Management Team:

- ▶ Planning Specialists who Support the Account Managers in Applying World Incentives' Knowledge of Performance Improvement Management to Your Specific Situation
- ▶ Responsible for the Coordination all Facets of Your Program within World Incentives



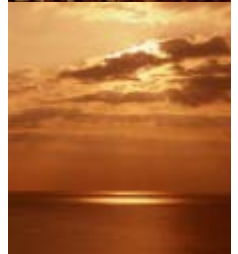
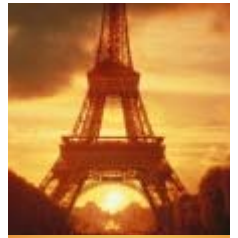
CREATIVE SERVICES

Standard Services:

- ▶ Production Estimates for Communications Elements
- ▶ Production Coordination

Additional Services:

- ▶ Art Direction/Design
- ▶ Graphic Illustrations
- ▶ Copywriting/Proofreading
- ▶ Photography
- ▶ Props and Model Fees
- ▶ Keylines/Mechanical Art
- ▶ High Resolution Images and Transparencies of Catalog Items
- ▶ Color Separations
- ▶ Film and Matchprint Proofs
- ▶ Printing
- ▶ Bindery Services
- ▶ Production Supervision
- ▶ Handling and Mailing Services:
 - Collating Services
 - Assembly and Packaging
 - Labeling and Addressing
 - Custom Forms and Shipping Materials



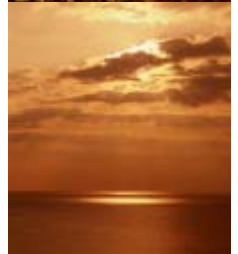
CLIENT SERVICES

Standard Services:

- ▶ Experienced representatives handle all program participant inquiries 8:00 A.M. to 7:00 P.M. Central Time, Monday - Friday
- ▶ On-line access to program rules, history, individual order information and participant status, i.e. points tracking, redemptions, etc.
- ▶ Supported by a toll-free line
- ▶ On-line with UPS, RPS and Fed-X for live tracking inquiries and tracking status, usually providing immediate response to questions.
- ▶ Same-day response to truck-line tracing inquiries
- ▶ Daily and weekly composite invoicing

Additional Services:

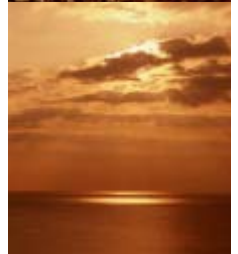
- ▶ Dedicated 800-line service for program participants
- ▶ Generation of custom logo'd correspondence and mailings



MERCHANDISING SERVICES

Standard Services:

- ▶ Awards selection and Vendor Coordination:
Merchandise awards are a foundation upon which World Incentives' performance improvements are based
- ▶ Guaranteed Pricing:
World Incentives catalog prices are guaranteed (up to 18 months from the issuance of catalog). We feel this is important because we would not want a program participant to select a personal award goal, save their award points over many months, and then find out that the requirement has increased.
- ▶ Guaranteed Satisfaction:
If an award winner does not like the merchandise item she/he has selected, she can send it back and make another selection with no hassle, within 30 days of shipment. If damage occurs in transit, World Incentives ships a replacement immediately, along with instructions for returning the damaged items.
- ▶ Quality and Selection:
Merchandise selections are the manufacturer's top quality, most popular models, ensuring that the appeal, selection availability and customer service that is important to attract and satisfy program participants.
- ▶ Inventory Control:
World Incentives has 92% inventory availability for shipment within 72 hours after an order is processed.



MERCHANDISING SERVICES

Standard Services: -continued-

► Substitution of an Item of Equal or Greater Value:

Sometimes items are discontinued or unavailable for unforeseen reasons. When equal value items are not available, we always substitute by shipping the next highest model in the product line, or a better selection from another manufacturer.

The only exceptions to this policy are:

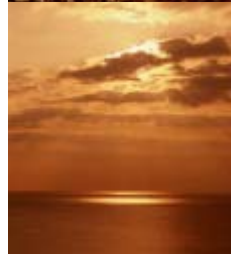
- When there is no equal or superior alternative, i.e. Waterford Crystal
- When a major item like furniture is involved, then a photo is sent to the award winner before anything is shipped

► Special Requests:

Specialized programs often require a custom selection of merchandise items targeted at a specific audience. In these cases, World Incentives' buyers will research non-catalog merchandise.

We utilize the following criteria in creating special merchandise requests:

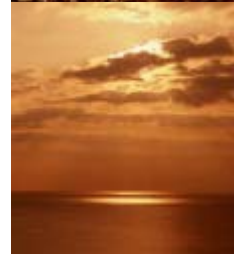
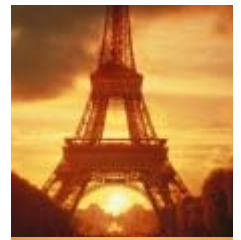
- Participant Demographics
- Historical Redemption Data
- Brand Recognition
- Product Quality and Reliability
- Technical Innovation
- Style and Appearance



WAREHOUSING AND DISTRIBUTION

Standard Services:

- ▶ 87% of awards ordered ship from in-stock inventory in our warehouse
- ▶ Prompt shipment of product. Committed to fulfilling 100% of individual orders from in-stock inventory within 72 hours after an order is processed
- ▶ Daily receipt of merchandise, which is posted immediately and made available for redemption and shipment
- ▶ Over 3,000 different products stored in a 75,00 square foot, on-site warehouse
- ▶ Central shipping location in Chicago, IL leads to lower shipping costs and fewer shipping delays
- ▶ Pre-inspection of product to insure quality and accuracy
- ▶ Double overwrap protects delicate merchandise to ensure damage-free delivery
- ▶ Trace shipments and assume all claim responsibilities
- ▶ Shrink-wrap all multiple piece truck shipments to ensure clean and damage-free delivery
- ▶ All deliveries are inside first enclosure
- ▶ For some larger items, such as televisions 32" and larger, which require 2-man, in-home placement, products are shipped via a white-glove service, ensuring that items are carefully placed in the home of the participant by the shipper, in the location the participant desires, and all packaging is removed by the shipper.



WAREHOUSING AND DISTRIBUTION

Additional Services

- ▶ Special packaging requests
- ▶ Product combinations
- ▶ Prepackaging and labeling
- ▶ Storage and insertion
- ▶ Special Inserts, letters or other materials
- ▶ Timed deliveries, 7 days a week, 24 hours a day
- ▶ VIP home-delivery service, secured with professional home-delivery personnel utilizing liftgate vehicles and a two person team:

Such as:

- Setting up appointments A.M. or P.M.
- Inside delivery to any room in the house
- Uncrating and debris removal

