

# SAMPLE ENTRY

<sup>1</sup>Zish Marketing  
<sup>2</sup>2913 Cascade Ave., #213  
Gorey, WY 89514  
<sup>3</sup>296-859-6241/ <sup>4</sup>FAX: 296-859-6242  
<sup>5</sup>Web site: www.zishmktg.com  
<sup>6</sup>E-mail: zish@zishmktg.com  
<sup>7</sup>Business Type: Marketing Firm  
<sup>8</sup>ZISH MOLBEGOTT (President & C.E.O.)

Premium Usage

Travel Usage

<sup>9</sup>1 3 5 (D)<sup>10</sup>

<sup>11</sup>†(E)# 2 3 5<sup>12</sup>  
Group Size: (A)<sup>13</sup>

## KEY TO ENTRIES

1. Company Name
2. Address – Where applicable, a mailing address will appear first with a corresponding street address following in parenthesis.
3. Telephone Number
4. Fax Number
5. Web site Address
6. E-mail Address
7. Type of Business
8. Premium Buyers – Individuals at the firm who are responsible for purchasing premium/incentive items and incentive travel.
9. Premium Usage – Indicates the type of premium incentive programs the firm utilizes. A key to the codes used can be found on the bottom of each page.
10. Dollar Volume of Premium/Incentive Purchases as reported by the firms. A key to the codes used can be found at the bottom of each page.
11. Dollar Volume of Travel Purchases as reported by the firms. A key to the codes used can be found at the bottom of each page.
12. Travel Destinations – Indicated the destinations used by group incentive travel users.
13. Travel Group Size – Indicates the average size of each incentive travel group.

# KEY TO CODES & SYMBOLS

## DOLLAR VOLUME OF PREMIUM/INCENTIVE PURCHASES:

(see item 10 in the "Sample Entry" on the facing page)

- A = Under \$10,000
- B = \$10,000 - \$50,000
- C = \$50,000 - \$100,000
- D = \$100,000 - \$500,000
- E = \$500,000 - \$1 Million
- F = Over \$1 Million

## PREMIUM USAGE:

(see item 9 in the "Sample Entry" on the facing page)

- 1 = Sales Incentives
- 2 = Dealer Incentives
- 3 = Corporate Gifts & Awards
- 4 = Contests & Sweepstakes
- 5 = Direct Premiums
- 6 = Self-Liquidators
- 7 = Ad Specialties
- 8 = Traffic Builders
- 9 = Set Value Premiums
- 10 = Redemption Value Premiums
- 11 = Container Premium
- 12 = New Account Opener
- 13 = Safety Incentives

## TRAVEL USAGE:

(see items 11,12,13 in the "Sample Entry" on the facing page)

† = Firm Utilizes Incentive Travel

Letter immediately following symbol (†) indicates dollar volume of incentive travel usage.

- A = Under \$10,000
- B = \$10,000 - \$50,000
- C = \$50,000 - \$100,000
- D = \$100,000 - \$500,000
- E = \$500,000 - \$1 Million
- F = Over \$1 Million

Numbers following the symbol (#) refer to destinations used by group incentive travel users.  
(see item 12 in the "Sample Entry" on the facing page) These global destinations are indicated by:

- 1) CANADA
- 2) MEXICO
- 3) CARIBBEAN
- 4) SOUTH AMERICA
- 5) EUROPE
- 6) MIDDLE EAST
- 7) AFRICA
- 8) FAR EAST
- 9) SOUTH PACIFIC
- 10) HAWAII

## TRAVEL GROUP SIZE:

Denotes average size of each incentive travel group.

- U = Under 50
- A = 50 - 100
- B = 100 - 200
- C = 200 - 500
- D = Over 500
- V = Various