

TUMI

SPECIAL MARKETS UPDATE

January 8, 2009

IT'S PPAI EXPO EVE!

A record number of IMA and IMRA members are expected to be at PPAI Expo this year and we'll be there at our battle station in booth number **8029** under the Indigo Banner.

As in years past, IMRA will be throwing this exclusive private party will be held at the Border Grill Restaurant, located in the Mandalay Bay Conference Center. Coming off the show floor, it's the very first watering hole on the right - you can't miss it. When the tradeshow floor closes on the first night - the party begins! Wednesday, January 14 - 5:30 pm - 7:30 pm; the perfect time for networking before evening events and dinner engagements. Tickets are \$40 per person and you can contact IMRA to purchase them. Be there!



All-Industry Reception at the PPAI Show





Advance Tickets
\$40 per person,
\$45 per person
opening day of show
and at the door.

Network with incentive industry leaders after the PPAI Trade Show in Las Vegas on Wednesday, January 14, 2009. This event will be held at the Border Grill, conveniently located on the walkway between the Mandalay Bay Convention Center and the Mandalay Bay Hotel.

This festive and fun Mexican restaurant is literally on your way as you leave the Trade Show at 5:30 pm. So please join us for hors d'oeuvres, Margaritas, beer or wine to unwind and socialize before an evening on the town.

Space is limited so please purchase tickets early!

Wednesday, January 14, 2009
5:30 - 7:30 pm
The Border Grill
Mandalay Bay Convention Center
Las Vegas

Advanced tickets for \$40 per person are available by contacting IMRA at 630-369-7786 or katemarie@incentivemarketing.org. Same day tickets may be purchased for \$45 at the door, but remember, space is limited so secure tickets early!

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Also, a special thank you to our Rep Sponsors:





TUMI JOINS REPLINK SHIPQUICK



The internet has sped up the pace of business. But for some of us, that's not always a good thing! I'm talking specifically about online award redemption sites. The customer programs you may not even know about! While you were sleeping, your customers set up stealthy programs and sent their program recipients to visit where they see all their program points and cruise all the cool stuff. It's happened to me – it's happened to you.

Our friends at RepLink have solved some of those problems with their new ShipQuick program. For over a year, RepLink has been talking with suppliers, reps, and resellers about the growing challenges of online dropship programs and the service issues and foul language caused when items are not available. As a result of discussions with Tumi and many other manufacturers, RepLink has created an innovative solution to this delivery problem with a new service they are calling ShipQuick. It's a cool way for you to search and select merchandise that can actually be redeemed when the program requires fast and timely response. For example, when you search for Tumi products, you will see our bestseller list items denoted as ShipQuick available. These are always in stock and shippable immediately.

ShipQuick centers on a couple of brand new RepLink DataCenter fields and some intensive supplier training from new RepLink person, Kate Fabienke. She is working with suppliers to be sure they manage and update their information on a regular basis. They have added a new search criteria for Presenter so you can find the merchandise that is able to ship fast.

The Tumi Special Markets Update is published whenever the hell I feel like it for the express use of the Tumi Special Markets Sales Force by:

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