

Your Guide to Recognition and Incentive Programs



10-010H
ASI #86320
UPIC: SGI

S E L E C T - A - G I F T

Recognition Programs	4
Recognition Recipient Packages	5
Years of Service	
Custom Booklet Covers	
Recognition Payment Plans	6
Online Recognition Programs	7
Recognition Program Terms & Conditions	9
Incentive Programs	10
Point Certificates	12
Custom Catalogs	
Point Certificate Website	
Online Point Bank Programs	14
Online Point Bank Features & Details	15
Award Cards™ for Point Programs	16
Award Cards™ for Gift Programs	17
Statement Programs	18

Welcome,

Select-A-Gift provides this manual as your source of information for any type of recognition or incentive based program. With over 45 years of service we pride ourselves on quality and dependability no matter what size of project. Throughout this manual we detail the different solutions available from online to catalog booklets.

We provide web services for every type of program we offer. A majority of our customized online solutions are offered complimentary. We ensure a wide variety of merchandise is available in all 15 merchandise categories.

We are proud to introduce new and exciting ways to recognize recipients no matter what occasion. Select-A-Gift allows each of our clients to select a gift cover to present to recipients. Each gift cover can have the employee's name, company logo and text printed on the front and inside cover. Imagine each recipient with a Years of Service gift booklet with their name on it and the company logo.

This year, in addition to our stock greeting card choices to accompany a gift booklet, we are introducing the opportunity to create a completely customized greeting card. The customized card can be printed in full color on the outside and inside of the card. This is another great solution for customizing employee recognition, holiday and loyalty programs.

Sincerely,

Selective Gift Institute
ASI 86320
UPIC SGI

Recognition Program

Important items to know and questions to ask before starting a Recognition Program:

What impact will the internet have on this program?

Will a custom cover with the recipient's name, years of service and company logo be appropriate?

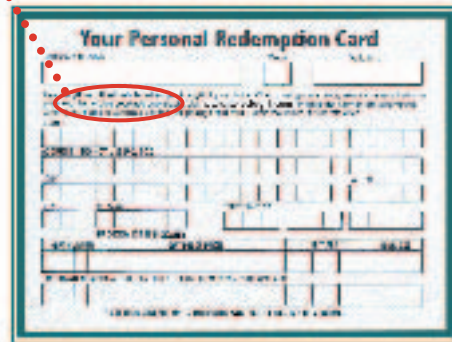
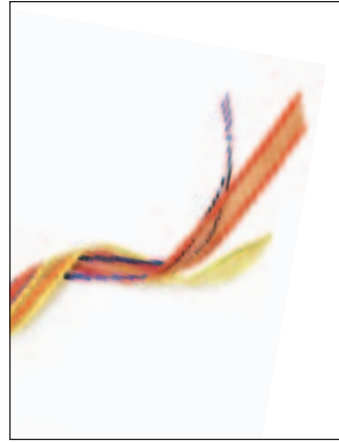
How much customization is required for the gift booklet?

Which Select-A-Gift cover is appropriate for this program?

Will the presentation package be mailed directly to the recipient or will it be personally presented?

Decide the denomination to award each recipient. Once the denomination and number of recipients is determined, provide Select-A-Gift with the gift cover, greeting card selection, artwork and text.

Each recipient will receive their own gift booklet. Each booklet contains only the items from the selected denomination. The recipient can either fill out and mail the postage-paid redemption card or redeem it online at www.selectagift.com. The web address can be found on the redemption card and on the inside cover of the booklet.



Select-A-Gift offers 15 categories of merchandise. All category prices include insured delivery of merchandise anywhere in the contiguous United States. Each recipient will receive their own gift booklet.

Select-A-Gift Categories

Category	Pages
1	1-1 through 1-8
2	2-1 through 2-8
3	3-1 through 3-8
4	4-1 through 4-8
5	5-1 through 5-8
6	6-1 through 6-8
7	7-1 through 7-8
8	8-1 through 8-8
9	9-1 through 9-8
10	10-1 through 10-8
11	11-1 through 11-8
12	12-1 through 12-8
13	13-1 through 13-4
14	14-1 through 14-4
15	15-1 through 15-4

Recognition Recipient Package

- Each recipient receives a gift booklet of the category selected
- Your choice of A Gift for You, Congratulations & Best Wishes, Safety Award, Season's Greetings or a completely customized card with full color printing
- Postage paid gift redemption card (also redeemable online)
- Presentation envelope with gold seal for that added touch
- All of this and delivery of the merchandise is included in the price of the category

Custom card
with full color
printing



Custom message printed
inside at no additional cost.

Recognition is an important component of an organization's total rewards program. Reduced turnover, increased productivity and the creation of a positive work environment are just a few of the benefits derived from a well structured recognition program. Recognition and incentive programs may be the single most important performance improvement tool available to executives today.

Years of Service Package

Select-A-Gift is proud to introduce the latest in "Years of Service" presentation packages. A custom booklet cover has the recipient's name, year of service and any type of custom artwork.

This is a great way to show the employee how much they are appreciated. Having the cover and greeting card personalized shows that you have gone the "extra mile" to show that appreciation.



Custom Booklet Covers

Custom booklet covers are an affordable and effective way to enhance your award presentation to recipients for their exemplary service.

- Company logos
- Customized images and text on each custom gift cover
- Each cover is printed in full color
- Select-A-Gift provides numerous cover choices that can be utilized for any type of program
- Cover selection is available at www.selectagift.com/covers

The price category ordered for each recipient will be stitched into the appropriate custom cover along with a redemption card for gift selection. The redemption card can be mailed or redeemed online. Also included is a presentation envelope for gift booklet insertion. If requested, Select-A-Gift can mail the custom gift booklet directly to the recipient if provided with address information.



Cover selection is available at www.selectagift.com/covers



Each gift booklet is filled with Name Brand Merchandise.

Payment Plans

Prepaid

Prepaid is the **most common and easiest method** for gift booklet payment. You will be billed when your gift booklets and redemption cards are sent from Select-A-Gift.

Benefits of the prepaid plan:

- One time, single invoice
- Inclusion of all presentation materials in the gift category price
- No minimum quantity purchasing

Remember that all shipping and handling of the gift selections are included in the price of the category. The only additional cost will be the UPS charge to ship the booklets and redemption cards.

Billed upon Redemption Payment Plan

There is an upfront cost for all presentation materials. Select-A-Gift will bill for the gifts when the item has been redeemed and shipped to the recipient.



Secure Login

Recipients view only the appropriate gift category



Select-A-Gift offers the simplicity of our gift booklet and certificate program with a customized complete online approach.

This program allows a recipient to select a single item from a specific priced category. Each recipient is assigned a username and password to log into their own secure personal gift account. Select-A-Gift handles all the steps of the program from creating the customized website and uploading the participant information to processing the gift selection information for each individual.

1. Select-A-Gift will build a customized website and load it with each recipient's information.
2. The administrator of the program will forward a spreadsheet provided by Select-A-Gift detailing the intended recipients in the program and the gift category they are to receive.
3. The recipient can log into their own personal account to view the available gift selections.
4. Select-A-Gift will monitor the recipient's account for selection of their gift and any questions that may arise during the selection process.

Details regarding the online recognition program

Every online recognition program is completely customized with the client's **Logo**



Theme
Colors
Images

There is no limit to the amount of content each website contains.

Username and passwords can be retrieved if forgotten

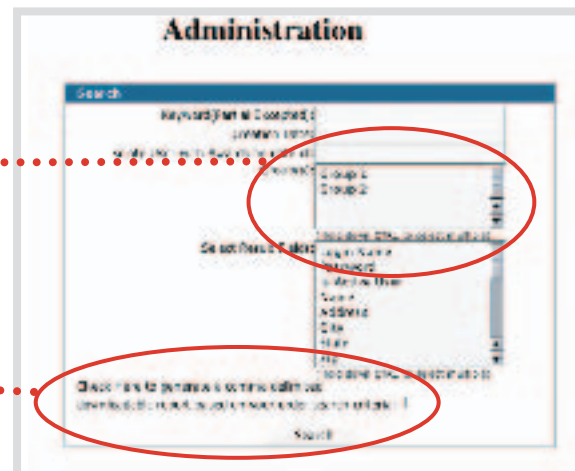
The preferable method to setup a **recipient's** account is to utilize an email address as their username. Each **recipient** can request a password to be sent to their email account detailing their login information. If a password is already determined, that can be added to the initial setup of the participant's account. If an email address is not suitable, a predetermined username and password can be assigned.

Based on the assigned group, recipients can view different web pages, content and different merchandise categories. This is very beneficial for programs looking to congratulate or award recipients who have accomplished different goals or are in different departments in the company.

Recipients can be assigned into different groups.

Based on the assigned group, participants can view different web page content and merchandise category.

Reporting is available online to the administrator of the program.



Email communications throughout the program are complimentary and can be completely customized. In the case of online gift programs, a customized email can be sent to recipients. Attached at the bottom of the email is the username and password information.

Recognition Program Terms and Conditions

Gift Booklet Mailing

We will mail each recipient their own gift booklet and certificate. Please provide us with the recipient's address information in Microsoft Excel. In addition, provide the return mailing address for the envelope.

Shipment of Gift Booklets

Orders ship same day - If orders are received by 12 pm Central time.

During the holiday season (September-December) - please allow a few extra days for the processing of each order.

Rush order - Please notify us and we will attempt to work with your request. We do not charge extra for rush requests.

Status Reports - Gift Booklets and Certificates

Status reports are available at anytime free of charge. A status report can be faxed, mailed or emailed. Each status report will detail the certificate numbers, whether redeemed or unredeemed, plus the item that was selected.

Lost Redemption Card

If a redemption card is lost and the number is known, Select-A-Gift will reissue the redemption card and booklet. If the redemption card number is not known, Select-A-Gift will reissue and invoice as a new order. Lost redemption cards will be credited at the time of reconciliation.

Unused Gift Booklets and Certificates

All unused booklets and certificates will be subject to a handling charge. All unused booklets and certificates can be returned for merchandise credit on your account when reconciliation is requested via fax.

Foreign Shipments

Foreign Shipments are available for gift and recognition programs. Shipments will incur duties, taxes, brokerage and additional freight.



Incentive Programs

Just a few of the goals that incentive programs can achieve include:

Increase productivity
Sales incentives
Improve customer service
Recruit and retain top talent
Encourage teamwork
Raise awareness of safety issues
Create a safety attitude
Reduce absenteeism
Promote customer loyalty
and many more...

Setting up a Program

Start with behavior and end with results

1. Select the participants
2. Define realistic goals and objectives
3. Implement the awards procedure (paper, online, both)
4. Settle on the program budget
5. Communicate the program

The most successful and effective incentive programs are focused on proactive solutions. Employees are rewarded for behavior that leads to performance improvement. For a program to work well, incentives need to be distributed fairly. Programs that reward only a few people are less meaningful and successful than those that encourage everyone to participate. With fewer resources available to achieve higher goals, companies today need every edge they can get. Successful companies have realized that recognition and incentive programs are not an expense, but an investment that has paid big dividends as programs have been repeated many times over the years.

Other components to a successful program are communication and promotions.

Participants need to have a constant reminder of the program goals. This can be accomplished many ways depending on the program selected. If a program is completely online, Select-A-Gift offers **complimentary program email updates** that can be sent to each participant in the program. **Custom catalogs or program posters** are another useful tool to either send or display throughout the workplace. Finally, **promotional products** are a great way to remind participants about the program.



Just as important is the administration of the program.

Based on the solution that best meets the needs and goals of the program, Select-A-Gift can handle many of the administrative needs with our technology. For Point Bank, Statement Programs and Award Cards, a simple spreadsheet can be utilized to track all participants and points. We will monitor and ensure that the proper points are added and deducted from each participant's account as the program progresses. Feel free to discuss the many administrative options that are available with our program associates.

Category	Page
1	1-1 through 1-8
2	2-1 through 2-8
3	3-1 through 3-8
4	4-1 through 4-8
5	5-1 through 5-8
6	6-1 through 6-8
7	7-1 through 7-8
8	8-1 through 8-8
9	9-1 through 9-8
10	10-1 through 10-8
11	11-1 through 11-8
12	12-1 through 12-8
13	13-1 through 13-4
14	14-1 through 14-4
15	15-1 through 15-4

The process of tracking participant performance and the points earned can be handled a number of ways. For example, Select-A-Gift **paper point certificates** can be used. These certificates can be ordered on an as needed basis, and distributed to program participants as goals are accomplished.

Select-A-Gift can also track all participant point information with our **Statement, Point Bank and Select-A-Gift Award Card programs**. For each of these programs, a spreadsheet is maintained with all the program participants. As participants achieve goals the spreadsheet is updated with points that are forwarded to Select-A-Gift for tracking purposes and updating.

To gain a better understanding and more thorough explanation of our incentive program options, review the following pages which demonstrate the numerous solutions available and speak with our program associates for your program needs.



Customized Program Name, Logo and Redemption Web Address

Select-A-Gift Point Certificates

Select-A-Gift utilizes the industry standard of a 1/2 cent per point. Similar to currency, Select-A-Gift offers point certificates in denominations of 1,000, 5,000, 10,000 and 20,000 points. The point certificates can be distributed monthly, quarterly or whenever it is deemed necessary. As recipients accumulate points they can select merchandise of their choice.

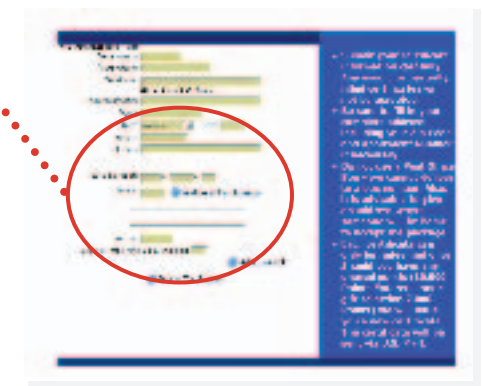
Point certificates are a great option for programs that are looking for the reinforcement of a paper reward that can be accumulated and awarded over a period of time. Point certificates can be ordered on an as needed basis.

Customization of Certificates

Each point certificate is customized with the Company Name or Program Name along with an image or logo in the upper corners. In addition, a website for award selection is listed. Each point certificate is numbered differently and also contains a barcode. This **guarantees the security** behind each and every point certificate. Customization is complimentary.

Customized Web Program

With every point certificate program, Select-A-Gift offers a complimentary customized website for award redemption. The participant simply visits the customized website printed on each certificate and enters their certificate numbers and values. The participant can view the catalog online and select the gift of their choice based on the total points in hand. There is unlimited content on each customized website leaving the creativity and text on every website entirely up to you.



Customized Catalogs

For more than 45 years Select-A-Gift has worked with numerous organizations, each with its own unique program. Whether it's a customized catalog, website or both, we can handle your program requirements.

A customized catalog can be created for your program needs. We can use any number of categories, images on the front and inside cover along with customized program rules throughout. Custom catalogs are nominally priced. Please allow 10 working days after proof approval.

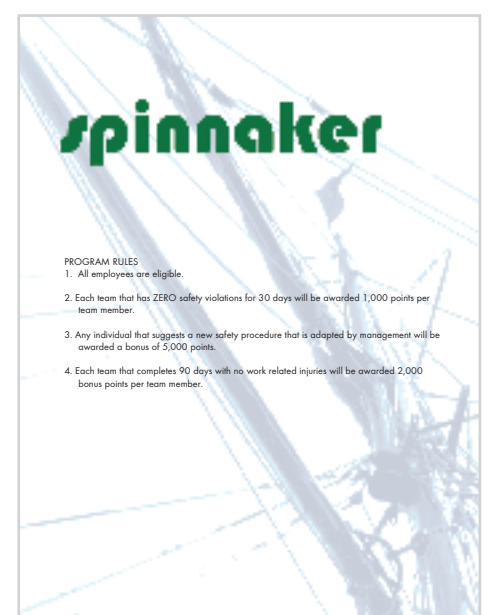
Customized Covers



Redeeming Point Certificates

If it is determined that a customized website is not needed for a program, a general website for point redemption is still available. If the program participant is not comfortable with the internet the point certificates can be mailed to Select-A-Gift with the award item selection.

Customized Inside Covers



Customized Web Site

Online Point Bank Program Information

Select-A-Gift offers an administratively free way for clients to maintain and monitor a point based incentive program that is completely web based.

Every participant in the program is assigned a username and password to log into their own secure personal point bank account. Select-A-Gift handles all the activity for each participant, from the points loaded into each account to the gift selections.

1. Select-A-Gift will build a **customized website** and load it with each participant's information.
2. The administrator of the program will forward a spreadsheet detailing the points earned by each participant. **Each account will be updated with the participant's performance activity.**
3. The **recipient can log into their own personal account** to view their earned points. An account history page is available detailing all point redemptions for merchandise items. In addition, each participant's account will store their address information.
4. Select-A-Gift will **monitor** the participant's account for both the verification and deduction of their points when award selections are made.
5. Select-A-Gift Point Bank programs have numerous features and options available. **A program associate is always available to discuss any incentive program opportunities or questions.**
6. Select-A-Gift is proud to introduce a **complimentary analytics package for each program administrator.** The analytics package is a sophisticated, yet easy, way to determine program initiatives and goals associated with participant activity.



Personal Account Information

Features and details regarding point banks

Every point bank is **completely customized** with the client's logo, theme, colors and images. There is no limit to the amount of content each website contains. We will create a website that features the culture and strategic direction of the program.

Any denomination of points can be assigned to a merchandise category.

If certain price points are not applicable to a program we will delete them from the custom website. Items can also be deleted from the program.

The preferable method to set up a participant's account is to utilize an email address as the username.

Each participant can request a password to be sent to their email account detailing login information. If a password is already determined, that can be added to the initial setup of the participant's account. If an email address is not suitable, a pre-determined username and password can be assigned.

Program participants can be assigned into different groups.

Based on the assigned group, participants will view different web page content and categories of merchandise that are available. This feature can also provide additional reporting capabilities.

Reporting is available to the administrator of the program at anytime.

Reports range from our "EZ Reports" which detail 3 areas of activity within a program to the capability to **download program information and statistics into a custom Excel spreadsheet.**

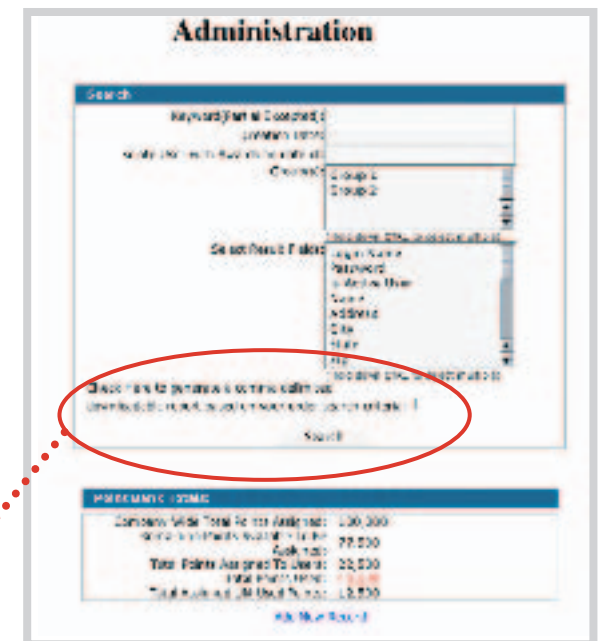
Email communications throughout the program are **complimentary** and can be **completely customized.**

Emails can be sent based on group assignment, points received or when an update occurs to the program. In addition, emails can be sent to participants detailing their username and password information at the outset of the program.

There are additional services available such as customized statements detailing point balances and redemptions during the program.

Unique web content based on the username and password entered and a budgeting tool for multiple program administrators is also available. We can also design quizzes and surveys for participant activity.

Items redeemed by participants are not invoiced until shipped.



Select-A-Gift Award Cards™

Committed to Innovation: Select-A-Gift Introduces Award Cards

Select-A-Gift Award Cards is utilized for both recognition and incentive program needs. Each Award Card can be customized with a company logo, background, program name, recipient name, website and login information.



Award Cards for Point Programs

Each participant in the program is presented with an Award Card. The card can be mailed to the program participant with a statement that details the program specifics and any points that have been accumulated, or it can be handed directly to each participant.

- Allows the participant to log into their own secure point bank account online at a customized website for the company. Any domain name can be pointed to our online programs.
- A username or password can be printed on the card to track each participant.

If an Award card is ever lost, Select-A-Gift will send out a replacement card. If a participant leaves the program, the card can be deactivated. Reports are available 24/7 detailing points outstanding or used and the items that have been redeemed. There is no better way to promote a point program than to use the constant reminder of a Select-A-Gift Award Card coupled with a customized website.

Award Cards are very popular with Customer loyalty programs.

Award Cards for Gift Programs

An award card that is customized with:

- Company's name, logo and background
- Recipient's name
- Online gift website
- Addressed to each recipient with their unique award selection number

The Select-A-Gift Award Card for gift/recognition programs allows for the selection of an Award Card in 15 denominations. The recipient can select the gift of their choice from a variety of brand name merchandise items based on the denomination they were awarded and never know the price. Select-A-Gift will print the Award Cards and handle all the administration for the program. Reporting capabilities are available detailing each Award Card.

This is the perfect answer for holiday gift or instant recognition award dilemmas.

A customized Award Card addressed to the recipient that utilizes a website for the recipient to select the gift of their choice. Finally, an Award Card that is customized for both the gift giver and recipient.



A Gift for You

(Name)

With Warmest Regards and Best Wishes

Please visit

www.awardcards.com

to select the gift of your choice.

Number: 24-12345-5678-678 5



Statement Program

Select-A-Gift offers an administratively free way for employers to maintain and monitor an incentive program that is both paper and web based. This program allows participants in the program to redeem their points via mail, fax or the internet. In each instance, Select-A-Gift handles the activity for each participant's account.

1. Select-A-Gift will build a program database and load it with each participant's information.
2. The administrator of the program will forward a spreadsheet, provided by Select-A-Gift, detailing the points earned by each participant. Each account will be updated with the participant's performance activity. Depending on the frequency determined at the beginning of the program, a statement will be issued for each participant to communicate and acknowledge their progress.
3. The recipient has 3 means to redeem their award points for merchandise. With each statement program a complimentary website is created and used to track participant's point totals. A username and password is located on each statement for award selection online. Participants can also fax or mail their statement filled out with their gift selection and shipping information.
4. Select-A-Gift will monitor each participant's account for both the verification and deduction of their points when award redemptions are submitted.

Details regarding the statements

Each statement is customized with the client's logo, a section to announce new company campaigns, point earning opportunities or to promote the options for ordering.

Statements display all points earned, redeemed and the ending balance on the date the statement is issued.

Pricing for the statement program is based on the number of participants in the program. Select-A-Gift can also mail statements to each program participant.

Reporting capabilities detailing participant information, earned points and items redeemed are available 24/7 to the administrator of the program.

Administrators can view the program activity 24/7



Participant Name and Address
Michael Williams
1234 Second Avenue
Apt 55
New York, NY 1101

Company Logo
HARLEY-DAVIDSON
HARLEY-DAVIDSON
HARLEY-DAVIDSON

Statement Period
Statement Period

Account Information

Username: Williams	Password: 1234
Total Points Awarded	50,000
Total Points Used	15,000
Total Points Available	35,000

Introducing the Harley Davidson Awards Program. The more products sold the more points that can be earned towards name brand merchandise. Sell more products and earn even more points! You can view the Harley Davidson Awards Program Catalog at your local Human Resource department or online at www.select-a-gift.com/HDAwards with your username and password.

Harley Davidson Awards Program
P.O. Box 100
La Porte, IN 46350

To receive items, please complete the shipping information and send to the Harley Davidson Awards Program address above. If you order several items at one time, we may invoice you in more than one mailing and on different dates. We reserve the right to process and ship items without when possible in individual mailings. Please indicate items not to be shipped in case of questions. Orders can also be received 24/7 via internet order at www.select-a-gift.com/HDAwards by using the username and password listed above.

Shipping Information:
Name: _____
Address: _____ Apt. # _____
(Please No P.O. Boxes)
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Qty	Item #	Description	Size/Initials	Points Required

Participant signature _____ Total Points Redeemed _____

Award Selection Information



Covers for Easy Customization

Select-A-Gift® offers a selection of covers for easy customization with your company logo or message.

Broad Selection of Quality Merchandise with More than 100 Unique Brands

Customization and Personalization is Easy

Select-A-Gift® allows personalization of Covers, Greeting Cards, Certificates, Presentation Packages, Point Certificates, Online Sites

