

LAST-MINUTE Holiday

The ABC's of Corporate Gift-Giving

- A**lways include a signed card
- B**e professional
- C**heck each recipient's name and title
- D**eliver personally if possible
- E**xpress gratitude
- F**ind time to plan early
- G**ive graciously
- H**ave fun, be positive
- I**nclude a handwritten note
- J**oke gifts are ill-advised
- K**eep it simple
- L**ogos should be used discreetly
- M**ake gift decisions early
- N**ever give personal items
- O**bserve cultural differences
- P**ersonally sign cards
- Q**uestion company policy on gifts
- R**esearch recipients' values and interests
- S**pend moderately
- T**hank everyone
- U**nconditionally give
- V**alue the business relationship
- W**ell-chosen gifts work best
- X**pensive is out
- Y**ear-round recognition is even better
- Z**ero in on quality brands



In the Bag

The Wall Street by TravelPro is like a rolling office. No more lugging a computer and all the essentials over the shoulder. This ballistic nylon bag has a removable padded computer sleeve, file dividers in select styles, removable key ring holder and padded eyeglass, cell phone and PDA pockets. *For more information, circle 261 on the Reader Response Card in this issue or contact George Casius, Travel Pro, 718-338-0177.*



Gourmet Delights

Recipients of delicious dinner-for-two or dinner-for-four packages will enjoy a favorite appetizer, entrée, side dishes, and a dessert. They also get to select the dinner music CD – jazz, holiday or classical. Asparagus soup, honey orange duck breast, stuffed potatoes and peach cobbler are just some of the delectable items on the menu. Bon appétit! *For more information, circle 259 on the Reader Response Card in this issue or contact Jim Shomonta, Impromptu Gourmet (www.impromptugourmet.com), 763-689-1394.*



Organizing With Style

This leather portfolio organizer/writing business pad from Coach presents an ideal balance between aesthetics and functionality. It is delicately crafted in leather with nickel/silver metal hardware for business travel, dress attire or leisure. Inside, two large compartments hold papers, plus there is a pen loop and a small compartment for business cards. Comes with an 8½ x 11 inch pad of writing paper. *For more information, circle 267 on the Reader Response Card in this issue or contact Coach Special Markets, 800-356-0301.*

Gifts



Microbrews Monthly

Your gift recipients will receive twelve, 12-ounce bottles of beer in each monthly shipment – six bottles each from two different microbreweries. Four different styles are included in each shipment, which is sent directly to the recipient's home. The handcrafted selections make a great gift for anyone with an appreciation for lightly distributed, hard-to-find microbrews selected from more than 1,000 U.S. and international microbreweries and brewpubs. *For more information, circle 264 on the Reader Response Card in this issue or contact Jerry Bower, Elite Corporate Gifts & Rewards (www.elitecorporategifts.com), 800-949-0994.*



CD Case

This elegant leather case by Crouch & Fitzgerald is perfect for keeping CDs or DVDs safe during travel. Available in black, tan or a rich burgundy. Monogram or customize with your logo. A practical way to carry up to 10 CDs in anti-static pockets. *For more information, circle 262 on the Reader Response Card in this issue or contact Kevin Slattery, Crouch & Fitzgerald (www.crouchandfitzgerald.com), 212-755-5888.*



Rubberband Man

The Remz Luxe Lifestyle with interchangeable Rubber Belief Bands is a great way to send your thanks – along with your corporate logo and message – to top customers or your entire sales force. Each watch comes with three bands and you can personalize each with a different positive message. *For more information, circle 260 on the Reader Response Card in this issue or contact Remz at 800-405-7090.*



An Experience of Their Choosing

What sounds good to your gift recipients: a day at the spa, a round of golf, a run down the mountain, a night on the town? Utix provides recipients with first-class access to a network of golf courses, ski resorts, spas and movie theaters throughout the United States and Canada. Redeemable through the Discover Network without restrictions or blackout dates. *For more information, circle 258 on the Reader Response Card in this issue or contact Tara Lynch Utix (www.utix.com) at 888-FOR-UTIX (888-367-8849).*

Your holiday shopping just got easier!

For more great business gift ideas, go to:

www.incentivesmarketplace.com
and click on **Top holiday gift ideas** in the left-hand margin.



LAST-MINUTE *Holiday Gifts*



Favorites Collection

Set the scene for celebration with this lustrous copper container, packed with "The People's Choice." Harry & David fills this richly textured centerpiece with a generous collection of morsels – all the fruits and foods your friends enjoy most: Luscious Royal Riviera® Pears, Crisp Mountain Apples, Cheddar Cheese, Smoked Salmon, Cherry Chocolates and Chocolate Truffles. Arrives looking just as tempting and appetizing as you see it here. *For more information, circle 265 on the Reader Response Card in this issue or contact Anita DeRoo, Harry & David, 800-248-5567.*



Trophy Value, Gift-Card Convenience

Looking for a convenient, last-minute gift that can ship immediately, offers a selection of brand merchandise that can be ordered from home, retains "trophy value" for you, and has all of the other benefits and lasting power of non-cash rewards? This is NOT a retail gift card! In fact, you don't have to prepay for it! Plus you receive the customer service and attention to detail that only a 44-year-old supplier of quality merchandise can provide. *For more information, circle 266 on the Reader Response Card in this issue or contact Top Brands Inc. at 800-431-2127, or e-mail sales@top-brands.com.*