

INCENTIVE TRIP CASE STUDY: PLUMBING & HVAC DISTRIBUTOR

A company located on the East Coast that has been a leading resource to contractors for top-of-the-line plumbing, HVAC products uses APG to run their annual business promotion.

THE GOAL: Having run trips for their plumber customers to beach destinations for many years, the objective this year was to offer a trip that would be completely different. The perfect spot in Europe was needed for the 200 attendees to enjoy a deluxe 6-night trip with superb tours and unforgettable venues.

THE SOLUTION: APG was able to present a destination that had it all: historic cities, world-renowned cuisine, natural landscapes, and some of the world's most spectacular beaches – Portugal! The announcement piece highlighting the destination and explaining the rules was mailed to the plumbers. There were posters in every branch to remind the participants to sign up as soon as possible as the space was limited. The monthly email blasts and follow up mailers kept the interest on the trip alive as each promotional campaign was themed to highlight an interesting fact about the trip such as their food, culture and tours available.

THE RESULTS: The result was a trip that everyone will be talking about for years. The trip included an amazing welcome reception and dinner, fantastic tours and a surprising farewell evening at a local wine cellar that included opera singers, an authentic Portuguese menu and outstanding wine. The trip to Portugal was so successful that the company has decided to offer a Europe destination every other trip.

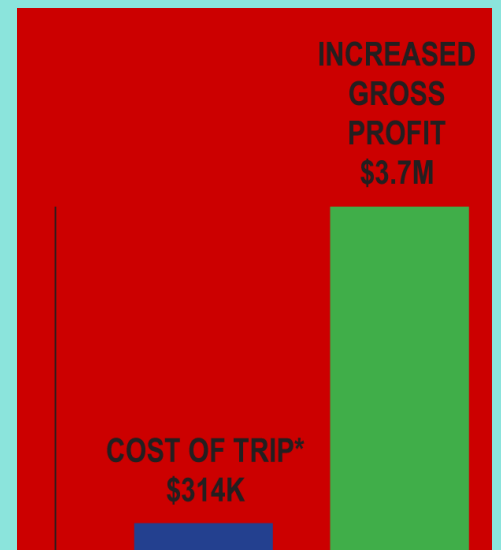


Farewell Evening at local Portuguese winery

ROI FACTOR

12

The company received \$12
back in increased gross profit
for every dollar spent.



*After deducting manufacturer co-op support





ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.



How APG can help your business?

If you want to increase sales, then you need to motivate your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. You build a business through relationships. A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

***Call APG and give your dealers an experience
they'll be talking about for years!***

Accelerated Performance Group, LLC

Locations in Florida and New York
(973) 891-1900

INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL

www.apgtravel.com