



2019 IRF RESEARCH ADVOCACY PARTNERSHIPS



January	IRF TRENDS STUDY 2019: A qualitative review of the top trends impacting incentives and rewards in 2019
February — SOLD	WELLNESS AND INCENTIVES: A closer look at Wellness in incentives and meetings based on IRF's database survey
TBD	TOP PERF DESIGN PATTERNS – MANUFACTURING: A look into how top performing manufacturing firms design their incentive and rewards programs differently than all others.
TBD	TOP PERF DESIGN PATTERNS – FINANCIAL: A look into how top performing financial firms design their incentive and rewards programs differently than all others.
June — SOLD	TOP PERF DESIGN PATTERNS – TECH: A look into how top performing tech firms design their incentive and rewards programs differently than all others.
TBD	REGULATIONS AND NON CASH REWARDS: An in depth, scenario-based look at how well program owners understand the many regulations impacting non cash reward programs.
TBD	PROGRAM CHANGES: A deep look into the many ways program owners are changing/ altering their program design in 2019
TBD	PROGRAM MEASUREMENT 1: Research into the primary tangible methods used to calculate program value in 2019
TBD	PROGRAM MEASUREMENT 2: Research into the primary intangible methods used to calculate program value in 2019
TBD	VOICE OF MARKET: An on-going, qualitative look into what program owners think about their programs and what they need from suppliers, providers and associations.
September	JOINT INCENTIVE TRAVEL INDEX (multiple sponsorships available) – Study into incentive travel spend and trends.
October SOLD	IRF OUTLOOK STUDY ON GIFT CARDS/MERCHANDISE: Study into merchandise, gifting and gift card spend and trends.
November	IRF TECHNOLOGY STUDY: A qualitative review of the various technologies, platforms and functionalities currently being used in rewards and recognition today.
December	IRF 2019 ANNUAL ACADEMIC REVIEW: Full review of all academic studies related to incentives, rewards and recognition in 2019. (Includes 3 quarterly releases as well in Q1, Q2, and Q3)
TBD	EMPLOYEE REWARDS AND RECOGNITION TOOLBOX: An annual look at all the “Greatest hits” that IRF has on the topic of Employee engagement and rewards. Will include both milestone studies as well as studies from the last 2 years.
TBD	CHANNEL INCENTIVES AND RECOGNITION TOOLBOX: An annual look at all the “Greatest hits” that IRF has on the topic. Will include both milestone studies as well as studies from the last 2 years.
TBD	SALES INCENTIVES AND RECOGNITION TOOLBOX: An annual look at all the “Greatest hits” that IRF has on the topic. Will include both milestone studies as well as studies from the last 2 years.

PREMIUM PARTNERSHIP (\$11,000 USD)

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page and dedicated research webpage
- Choice of Study and Month where recognition takes place
- Logo recognition and one dedicated promotional slide on any related PowerPoint/ Webcast(s)
- Text recognition in dedicated research press release
- Twenty Five (25) Social Media Posts
- Logo recognition and 50 word company description on dedicated research e-blasts
- Logo recognition on any dedicated research infographic or webinar pages
- In-person speaking engagement or webinar from IRF representative, travel costs not included
- Attendance for one individual to IRF's education-focused Fall Leadership Insights forum with the ability to bring up to two corporate end user clients
- Recognition at IRF's education-focused Fall Leadership Insights forum

PRIME PARTNERSHIP (\$2,500 USD)

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page
- Logo recognition on (1) research related e-blast

>> **Activate your partnership today by emailing Deb Sas at dsas@theIRF.org.**