



June	<b>COVID-19 and Disruption in the Incentive Travel, Meetings and Events Industry: Adaptation and Recovery</b> A review of threats to running incentive programs, including COVID-19, weather, travel hazards, politics, economic downturns. Strategies to plan for and recover from these disruptions.
June*	<b>What Top Performing Companies Do Differently for Incentives and Rewards (Manufacturing)</b> Summary report of how top performing manufacturing companies design their incentive and rewards program, with comparison to overall top performer benchmarks.
June*	<b>IRF Pulse Survey: Reward and Recognition Programs</b> IRF's report on the impact of COVID-19 on non-cash reward & recognition programs. Include trends in employee participation, rules structure, budget, communications, and support from leadership.
July*	<b>What Top Performing Manufacturing Companies Do Differently for Incentives and Rewards (Technology)</b> Summary report of how top performing technology firms design their incentive and rewards program, with comparison to overall top performer benchmarks.
July*	<b>What Top Performing Manufacturing Companies Do Differently for Incentives and Rewards (Financial Sector)</b> Summary report of how top performing financial services design their incentive and rewards program, with comparison to overall top performer benchmarks.
July*	<b>IRF Pulse Survey: COVID-19's Impact on the Incentive Travel Industry (July 2020 Update)</b> The IRF survey on the impact of COVID-19 on incentive travel rewards. Includes updates on postponing or canceling incentive reward trips, budget impacts, changes to rule structures, and alternative recognition practices. Comparison to data collected in April 2020.
August SOLD	<b>Incentive Travel Toolkit</b> An overview, including benchmarks and best practices the IRF has on incentive travel. Will address selling points of incentive travel, how to design the program, and how to deliver the incentive travel experience.
September	<b>Incentive Program Design for Crisis Recovery</b> Strategic insights on how to adapt exiting programs or design new ones to meet the emerging goals of companies recovering from crisis.
October SOLD	<b>Reward Preferences: Making a Lasting Impact on Incentive Program Participant</b> A comprehensive review of how to select and present rewards that will increase motivation and make a lasting impact on recipients. Will include various methods, including personalized merchandise, customized experiences, and immediate gratification via new payment technologies.
November	<b>2020 Incentive Travel Industry Index</b> A wide-ranging study of the state of the incentive travel industry: a historical snapshot of where the industry has come from and a predictive hypothesis of where it is going. (Pricing varies depending on level)
December	<b>Industry Outlook for 2021: Merchandise, Gift Card, and Event Gifting</b> Incentive industry outlook, including benchmarks, preferences, trends in merchandise, gift cards, and event gifting.

## PREMIUM PARTNERSHIP (\$11,000 USD)

### 4 Opportunities

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page
- Choice of Study where recognition takes place
- Logo recognition and one dedicated promotional slide on any related PowerPoint/Webcast(s) (any supporting material)
- Text recognition in dedicated research press release
- Weekly (4) sponsor thank-you 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

## SUPPORTING PARTNERSHIP\* (\$5,000 USD)

### 5 Opportunities

(Includes Top Performer Summaries and Pulse Surveys)

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page
- Logo recognition and one dedicated promotional slide on any related PowerPoint/Webcast(s) (any supporting material)
- Text recognition in dedicated research press release
- Weekly (2) sponsor thank-you social media post
- Logo recognition and 50 word company description on dedicated research e-blasts
- Logo recognition on any dedicated research infographic or webinar pages