

# PROMO2GO!



A BIG PROMOTION IN A LITTLE PACKAGE

From HMI Performance Incentives, a leader in innovative motivation solutions since 1980.



**Promo2Go!** is a turn-key incentive product that brings together the personal connection of an in-store retail promotion with the engagement and data collection capabilities of an online gamification platform. This versatile, packaged solution allows you to apply your own insight to an easy-to-implement marketing campaign — everything you need is in the box!

## PROMO2GO! BENEFITS

- Promote loyalty by making end users and customers feel valued with a fun and engaging offer that can help push product through the sales channel faster
- Turn-key solution, easily purchased and designed with a flexible earning structure determined by you
- Improve ROI for partners on invested co-op funds
- Enhance your front-line database, drive increased market share and sales, and positively impact inventory turns
- Everybody wins and has an opportunity to win a larger, more valuable prize

## When you buy Promo2Go!, you will receive:

- **Customized promotion** labeled with your brand and a second sponsored, product or co-brand
- **One Grand Prize package** selected by you from a variety of pre-packaged options
- **100 Game Code Cards** with access to an online game. Game Code Cards reward recipients with participation in an online game, which, in turn rewards them with varying prize levels. First prize winners of the game receive an instant notification where they can redeem for over 150 different Gift Card options.
- **Essential marketing materials** to market your promotion, including a 33" x 44" branded point-of-sale poster
- **Promotion website** with vanity URL and game
- **Data collection tools** to examine customer profiles and purchase data



100 Game Cards



100 Instruction Sheets



33"x44" Poster



With variable pricing options, themes, and customizable rules, **Promo2Go!** can be tailored to drive specific product purchases, or long-term customer loyalty. Whether you want to say thank you to valuable customers, grab market share or launch a new product, **Promo2Go!** is the perfect solution.

## PROMO2GO! VARIABLE OPTIONS

- Gamification theme and game type
- Odds of winning per Kit
- Prize options and prize values
- Earning structure and rules are determined by you – we can recommend earning criteria based on how you want to change customer behavior
- Expanded reporting options are available by adding data capture fields to the game platform

## PROMO2GO! GRAND PRIZE

- Every Promo2Go! box contains a grand prize winner. Grand prize options are available. One example is the Game On! Package, which supplies the winner with a getaway for two including: choice of two tickets to an NFL®, NHL®, NBA®, or MLB® regular season game, NASCAR® race, or non-major PGA® tour events, one-night hotel accommodations for two, breakfast for two and all hotel taxes paid.

**Promo2Go!** can be customized to fit your theme and desired distribution method. Tell us about your business, goals and target audience, and we'll help you determine the best Promo2Go! option. Contact HMI Performance Incentives to learn how you can create your very own **Promo2Go!**



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?**  
**We're here to help.**

Contact your HMI Sales Representative.

Visit us online at: [hmiaward.com](http://hmiaward.com)

Email us at: [marketing@hmiaward.com](mailto:marketing@hmiaward.com)

Call us toll-free at: **888.220.4780**