

TEAMS[®]

CONFERENCE + EXPO

Rewards and Recognition Roundtable at TEAMS '17 Conference In Orlando To Feature Thought Leaders on Incentive Marketing

Lineup Announced for First-Ever Discussion on the Use of Merchandise, Gift Card and Travel Awards for the Sports-Event Industry

Co-sponsored by *Incentive* magazine and the Incentive Marketing Association (IMA), the Rewards and Recognition Roundtable at the TEAMS '17 Conference & Expo in Orlando has announced the roster of incentive industry thought leaders who will facilitate the session. The Rewards and Recognition Roundtable will provide sports-event organizers and host cities the opportunity to learn how they can use non-cash incentive programs using brand-name merchandise, gift cards and travel to achieve their organizational objectives.

The roundtable's participants include Ken Bott, director of commerce programs and partnerships for Darden Restaurants, Inc.; Dean Resnekov, director of Indigo, which represents multiple luxury merchandise brands; and Marc Matthews, president of Pulse Experiential Travel, who also serves on the IMA board of directors. The Rewards and Recognition Roundtable at TEAMS '17 will be introduced by Leo Jakobson, executive editor of *Incentive* magazine, and moderated by Richard Low, CPIM, vice-president of special markets for Citizen Watch Company of America and a past president of the IMA.

The Rewards and Recognition Roundtable will be held on Tuesday, October 31, prior to the start of the TEAMS '17 Expo. The TEAMS '17 Expo, which will run October 31 – November 2 at the Hilton Orlando, will include a dedicated area called the Gifting and Rewards Zone for merchandise and gift card providers offering incentive program expertise and brand-name awards to event organizers and event hosts. When they involve recognized brands, such programs enhance efforts to engage participants as they encourage and reward achievement for sports and other types of organizations. Companies and brands with a presence in the Gifting and Rewards Zone at TEAMS '17 include Citizen Watch, Sony, Samsonite, Foot Locker, Bulova, Canon, Pulse Experiential Travel and Darden Restaurants, Inc.

"The deep knowledge of the participants in the Rewards and Recognition Roundtable is sure to benefit the sports organizations and destinations in attendance at TEAMS '17," said Timothy Schneider, founder and chairman of the Sports Division of Northstar Travel Group. "This session will allow event organizers and host cities to better understand the value of involving major brands in their efforts to motivate, recognize and reward superior performance by all of the key stakeholders in their organizations."

Admission to the Rewards and Recognition Roundtable at TEAMS '17 is included at no additional charge for event organizers, exhibitors and sponsors. For further information on TEAMS '17, please visit TEAMSconference.com or call (877) 577-3700. Incentive merchandise and gift card companies interested in participating in TEAMS '17 should contact Marvel Jasnoch at (507) 663-1480 or by email at mjasnoch@incentivemag.com.

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For further press information or to request credentials to cover TEAMS, please contact Jason Gewirtz at jgewirtz@ntmlc.com or (720) 420-9391.

Northstar Travel Group is the owner of well-known brands including Travel Weekly, TravelAge West, Business Travel News, Successful Meetings, Meetings & Conventions, Travel Weekly China, Incentive, M&C China and SportsTravel. The company produces the annual TEAMS Conference & Expo and more than 50 face-to-face events in 13 countries in retail travel, corporate travel, travel technology and the meetings industry. In addition, Northstar owns Phocuswright, the leading research, business intelligence and event producer serving the fastest growing segment of the travel industry, online travel distribution. Northstar is also the majority shareholder in Inntopia, the leading SaaS e-commerce software provider serving the mountain destination, activities and specialty destination travel markets.

The **Incentive Marketing Association** (IMA) connects members from leading companies across the marketplace to create a unified voice and growth for the incentive industry. IMA is the umbrella organization for the Incentive & Engagement Solution Providers (IESP), Incentive Gift Card Council (IGCC), Incentive Manufacturers & Representatives Alliance (IMRA), Incentive Travel Council (ITC), IMA Europe, and IMA Canada. IMA members have the expertise, leading brands and services to help companies improve their business with recognition, reward and engagement programs.