

WHO BUYS UMBRELLAS?

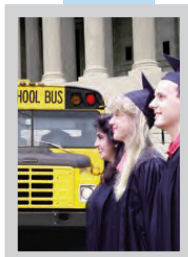
Anyone who needs a practical promotional tool, including these proven umbrella purchasing industries:



Healthcare

Hospitals, Medical Groups, HMO's, Doctors, Dentists, Nursing Homes & Medical Laboratories:

- Gifts for Nurses Week & Hospital Week (May).
- New employee recruiting programs.
- New customer or plan member promotions.
- On-site gift shop or pharmacy sales.
- Promoting health programs & blood drives.



Education

Grammar Schools, High Schools, Colleges & Universities as well as organizations:

- Gifts for teachers, PTOs, & backers.
- Graduation momentos or gifts.
- Campus bookstore sales.
- Fund raising for sports teams & clubs.
- Promoting alumni programs & alumni gifts.



Financial

Banks, Credit Unions, Savings & Loans, Insurance Companies, Brokerage Firms & Financial Counselors:

- Gifts for new customers or new accounts.
- Promotional items at sales meetings & trade shows.
- Sponsoring golf tournaments or sports teams.
- Prospecting tools for sales people & agents.
- Promote "Umbrella Coverage" products.



Hospitality

Hotels, Resorts, Restaurants, Inns, B&B's Food Courts, Bistros & Cruise Ships:

- Gifts for guests or travel agents.
- Courtesy umbrellas for rainy days.
- Employee morale & rewards programs.
- On-site souvenir & gift shop sales.
- Promoting special events & tournaments.



Manufacturing

Automotive, Aeronautic, Marine, Energy, Environmental, Food, Beverage & Agricultural:

- Product promotion programs.
- Sales tools for agents & representatives.
- Industry trade show promotional gifts.
- Employee production rewards & safety programs.
- Sales meetings, corporate outings & customer sales.



Technology

Consumer Products, Communications, Computers, Phones & OEM Suppliers:

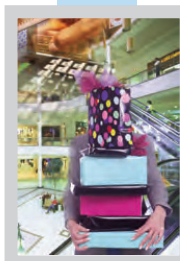
- New service contract signer gifts.
- Knowledge worker recruitment programs.
- Gift-with-purchase consumer product programs.
- Network provider awareness promotions.
- Golf & sports event sponsorships.



Entertainment

Casinos, Theaters, Concert Halls, Clubs, Carnivals, Musical Events & TV:

- Special shows & events promotions.
- Promotional player rewards programs.
- Group sales incentive programs.
- On-site gift shop & souvenir sales.
- Public relations & publicity campaigns.



Retailing

Shopping Centers, Convenience Stores, Specialty Food Stores & Supermarkets:

- Courtesy for rainy days at fashion stores.
- Community events & sports sponsorships.
- First-time shopper rewards incentives.
- Gift-with-purchase programs.
- Grand opening celebrations.

