



HINDA INCENTIVES ANNOUNCES LAUNCH OF PARTNER PROGRAM AT PPAI BOOTH #541

Education and Growth Are Primary Focus

Chicago (January 10, 2017) - At the annual PPAI Expo in Las Vegas this week, Hinda Incentives introduces its Hinda Partner Program to promotional products distributors interested in expanding their businesses into the \$90 billion incentive market.

Hinda's vision is to provide tools and resources to help promotional products distributors, meeting/event planners and others expand their businesses by offering solutions for incentive, rewards and recognition programs to their clients.

Hinda's exclusive information hub, the Partner Program Portal, is filled with expert industry resources, training videos, case studies and other information to help partners understand the industry and pursue opportunities.

"Our goal is to give our partners the tools needed to effectively compete in the world of incentive, recognition and engagement," says Mike Donnelly, president of Hinda.

Hinda Partners have exclusive access to: sales tools which help develop their incentive funnels; professional support to close and implement sales; and expert advice to help retain programs and expand their incentive businesses.

Working with Hinda to manage their programs — using available technology platforms for reward issuance and redemption, plus Hinda's comprehensive rewards collection — partners have easy access to all the services needed to support programs for their clients.

"Hinda was built on relationships; we believe our portal will enrich these critical partner connections because ultimately, when they succeed, we succeed. Hinda remains committed to providing our partners with the tools they need to succeed in this ever-changing industry," says Donnelly.

For more information and an overview of the Hinda Partner Program, visit:
<http://www.hinda.com/partners>.

About Hinda Incentives

Established in 1970, Chicago-based Hinda Incentives (hinda.com) is one of the nation's leading specialists in motivating and engaging employees and sales forces, and providing incentives to dealers, distributors and consumers. Hinda's technology solutions provide an efficient, immediate and effective way to manage incentive, recognition and loyalty programs. The Hinda Rewards Portfolio provides the most complete and engaging award offering in the marketplace, offering millions of engaging choices, including brand-name merchandise, and instant, easy and intuitive digital awards, books and entertainment.

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