

SALES INCENTIVE PROGRAM OVERVIEW

OVERVIEW

Co-funded by BI, the new sales incentive program is an opportunity for Sponsors to improve mindshare with your sales channel – both your internal sales team and/or your Sales & Marketing agencies. Through this new program, you can reward them for enrolling new operators in Foodservice Rewards and other activities.

HOW IT WORKS

- Sponsor provides BI with a list of sales groups.
- For each group, Sponsor provides salesperson contact information.
- BI loads data and creates Foodservice Rewards accounts for each salesperson.
- Each salesperson receives a quantity of Gift Cards personalized with their unique enrollment code. Quantity TBD by Sponsor, subject to a minimum of 25.
- BI will award each new operator enrolled 500 points – **and 2 AwardperQs®** to the salesperson, at **BI's expense**.

PRICING

- BI pays for:
 - Loading of the salesperson data plus creation, maintenance and hosting of individual rewards accounts.
 - Basic program reporting.
 - Issuance of 1099's (where applicable).
 - 500 points issued to each new operator enrolled and 2 AwardperQs to their salesperson.
- Sponsor pays for:
 - \$2,200 set-up fee.
 - \$840/month for ongoing administration and deposits. Additional fees for extras.
 - Printing of Gift Cards (including one break card per Sales Rep).
 - Shipping costs of \$10 per shipping location and actual freight costs.
- Notes:
 - Gift cards will arrive in bulk to each location, individually boxed for each salesperson with a break card personalized with Sales Rep name adhered to the outside of the individual box.
 - Minimum order quantity is 1,000 cards (including break cards).

NOTES

- Minimum 25 Gift Cards per salesperson. Maximum 250 operator enrollments per salesperson.
- Sponsors may also purchase the complete, 132-page Awards Album for \$10.00/each. Custom covers available. Call for estimate.
- Sponsors may also purchase additional points for other incentive activities at \$0.02/US point and \$0.025/Canadian point.

500
POINTS
FOODSERVICE REWARDS®
Enroll today and earn!

Bunge Trans Fat Solutions
*Nutra-Clear NT™, Amazing NT™, Golden Award NT™,
Amazing Coat® Pan Spray*
www.transfatsolutions.com

Enjoy the rewards of being a Bunge Customer!
[Sales Rep Name] [Phone Number]

BUNGE®

500 BONUS POINTS

XXXX-XXXX-XXXX

HOW TO RECEIVE YOUR POINTS

JOIN FOODSERVICE REWARDS® TODAY.
 It's free and takes only minutes; visit www.foodservicerewards.com
 or call **1-877-567-6580**. Enter this code during Step 3 of the enrollment
 process to receive your **500 bonus points**.


 BUY A CASE. EARN A BUNDLE.

CARD EXPIRES: 12/31/2008

Sample Gift Card

GIFT CARD PRICING	
Order Quantity	Price Per
1,000 – 1,499	\$ 1.50
1,500 – 2,999	\$ 1.15
3,000 – 4,999	\$ 1.00
5,000 – 9,999	\$ 0.75
10,000+	\$ 0.50



Sample Custom Awards Album

SALES INCENTIVE PROGRAM IMPLEMENTATION

GETTING STARTED

- Contact John Neupauer at (952) 844-4566 or Sandy Younger at (952) 844-4762.
- Provide the following planning information:
 - Estimated number of sales groups participating
 - Estimated number of total salespeople
 - Number of cards per salesperson
 - Expiration date for cards
 - Address(s) where cards should be shipped
 - Estimated date when data files will be provided
 - Estimated date when artwork will be provided
 - Requested delivery date
- Provide BI with a list of each sales group that will be included in the incentive program.
- BI will provide standard artwork for gift card back. Sponsor to develop custom artwork for the front of your gift card. Card can be personalized with the following variable information:
 - Salesperson name
 - Salesperson phone number



Sample Gift Card

DATA FILES

- For each sales group included, provide the following for each salesperson:
 - Company Name
 - Salesperson First Name
 - Salesperson Last Name
 - Salesperson Mailing Address
 - Salesperson Phone Number
 - Salesperson Email Address
- If shipping to individual locations, provide shipping information for each location.

ARTWORK SPECIFICATIONS

- Size: Card is 2-1/8" x 3-3/8" and is printed 4 color over 4 color.
- Variable Content: Fields should be included in the artwork in brackets. For example: [Sales Rep Name] or [Phone Number].
- Preferred Formats (Mac): QuarkXpress, Adobe Photoshop, Pagemaker, Adobe Illustrator, Macromedia Freehand.
- Supported Formats: Adobe InDesign (Mac), Preferred Formats PC Versions, Photoshop TIF or EPS (300 DPI placed at 100%), Illustrator EPS (with embedded photos converted to CMYK and hi-res before embedding), PDFs (cannot have been converted to TIF format. Must have graphics converted to CMYK and be hi-res before creating PDF).
- Fonts & Colors: Must include all fonts and note all PMS colors.
- Compression: Stuffed and/or Zipped files preferred.