



**DOG TAGS • MUSIC DOWNLOADS • TICKETS  
CLUB MEMBERSHIPS • V.I.P. PASSES**



# CORPORATE INCENTIVE PROGRAM



Leashables (Oralabs, Inc), the industry leader for lip balm products, was interested in the creation of an incentive program that would allow them to track their distributor's sales totals and reward them for achieving pre-set goals. Leashables turned to Ego Id's full color tags with laser etched bar-codes and provided them to their distributors. Throughout the year, as the salesperson or company accumulated sales with Leashables they also received "frequent flyer" points on their Ego Id Ticket. The data was tracked internally by Leashables and once a certain level was achieved the distributor qualified for an all expense paid trip to Denver to ski in the Rockies and to spend the afternoon at their facility to be further educated on the quality of their product line.

(tag and 30" chain can also be clamshell packaged with 4 color/4 panel folding insert/instruction card)



"The idea of Ego Id as a corporate incentive program has been a true sales driver for Leashables. Leashables intent was to focus on educating and rewarding distributors in the market as well as top performers for Leashables by using the Ego Id Ticket system to incentivize the customer. We're big fans of the Ego Id rewards system and look forward to a long term relationship with this creative marketing product."

**Brady Anderton, Sales & Marketing, Leashables/Oralabs**

Prices below include one full color Ego Id Tag with a unique bar-code reverse side, individually polybagged with 30" steel neck chain

250 pcs	500	1,000	2,500	5,000	10,000
\$3.05	\$2.45	\$2.25	\$1.88	\$1.68	\$1.43

(Set Up Charges = \$85 Front, \$31.25 Reverse)

(5RS)