Total Sales: $24,223,484,868

2019 SALES BY PRODUCT CATEGORY

PRODUCT Category Rankings*

1. Wearables: 31%
   - Apparel: 25.4%
   - Fashion Accessories: 5.6%
2. Drinkware: 11.1%
3. Travel: 7.6%
   - Bags: 6.6%
   - Travel Accessories: 1.1%
4. Technology: 6.6%
5. Writing: 5.6%
6. Awards: 3.8%
7. Office: 3.7%
8. Desk: 3%
9. Event: 3%
10. Home: 2.4%
   - Kitchen Accessories: 1.4%
   - Tools & Decor: 1%
11. Health & Beauty: 2%
   - Medical & Safety: 1%
   - Health/Beauty & Hygiene: 1%
12. Recreation: 1.9%
13. Automotive: 1.8%
   - Food & Beverage: 1.8%
15. Date & Time: 1.6%
16. Labels: 1.5%
17. Personal: 1.4%
18. Buttons & Badges: 1.3%
19. Games & Toys: 1.2%
20. Magnets: 1.1%
21. Packaging: 1%
   - Spirit: 1%
   - Cards: 1%
   - Pet: 1%
25. Jewelry: 0.6%
26. Other: 2%

*Category definitions on pg. 2

2019 SALES BY PROGRAM CATEGORY

PROGRAM Category Rankings And Definitions

1. Brand Awareness: 22.84%
   - Office Supplies, Signage, Employee & Event Uniforms, Etc.
2. Business Gifts: 13.17%
   - Does Not Include: Employee Anniversary Awards (Employee Recognition), Employee Milestone Awards (Employee Recognition)
3. Trade Shows: 9.63%
   - Attendee Giveaways, Exhibit Displays & Signage, Etc.
4. Employee Recognition: 6.32%
   - Employee Anniversary Awards, Employee Milestone Awards, Etc.
   - Does Not Include: Executive Gifts (Business Gifts), Sales Goal Awards (Employee Incentives), Employee Retention Rewards (Employee Incentives)
5. Non-Profit / Not-For-Profit: 6.41%
   - Cause Awareness Campaigns, Fundraising Events, Etc.
6. Resale: 6.3%
   - Gift Shops, Online Stores, Retail Merchandise, Etc.
7. Employee Relations: 5.95%
   - Fulfillments, Drop-Ships, Dealer Incentives, Company Stores, Special Packaging, Etc.
   - Does Not Include: Employee Safety Training Safety Education, Employee & Event Uniforms (Brand Awareness), Employee Recruiting (Public Relations)
8. Distribution Services: 4.51%
   - Fulfillments, Drop-Ships, Dealer Incentives, Company Stores, Special Packaging, Etc.
9. Employee Incentives: 4.48%
   - Sales Goal Awards, Employee Referral Rewards, Etc.
10. Customer Acquisition: 4.34%
    - Welcome Gifts, Introductory Giveaways, Etc.
11. Customer Retention: 3.8%
    - Frequent Shopper Programs, Loyalty & Rewards Programs, Customer Referral Programs, VIP Client Programs, Etc.
12. Public Relations: 3.8%
    - Sponsorships, Integrated Marketing Campaigns, Employee Recruiting, Etc.
13. New Product/Service: 2.83%
    - Giveaways, Direct Mail, Contest Prizes, Etc.
    - Does Not Include: Attendee Giveaways (Trade Shows)
14. Workplace Wellness: 2.42%
    - Workplace Safety Training Programs, Health & Wellness Programs, Recycling Programs, Etc.
15. Other(s): 1.84%
    - Specific categories related to third-party research
16. Market Research: 0.83%
    - Survey Incentive Winners, Intercept & Focus Group Participation Rewards, Etc.