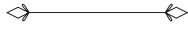




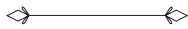
## How to Buy the Perfect Award



The desire for validation is one of the deepest human needs. Everyone wants to know that he or she is a valued part of some organization, has done a good job or has achieved a certain degree of success in sports, academics, business or other fields of endeavor.

Giving recognition is therefore one of the most powerful means of rewarding effort, saying thanks, building loyalty, and encouraging performance. Tangible awards such as trophies, plaques, ribbons, medals, or any other personalized items have proven to be the most effective way to give recognition, even better than money or gifts.

We as **ARA** awards professionals can help you give the perfect awards to all sorts of achievers. We are familiar with the latest awards products and technology and can show you exciting, cost-effective new ways to recognize performances. We have lots of ideas for awards that thrill recipients and make them proud to show others. We can recommend a variety of programs to encourage and reward achievements by students, employees, athletes, volunteers or members. No matter what your budget or need, we can help you find a standard or custom award that's right for those you want to recognize and



### The Perfect Award

The key to successful recognition is selecting the appropriate kind of award. To do so, you first need to be aware of its purpose - of what you want the award to do.

- ♦ *Do you want to show gratitude, recognize membership, mark service to an organization, encourage achievement or reward accomplishments?*
- ♦ *Do you want to emphasize the activity, contest, or competition for which the award is given or the organization giving the award?*
- ♦ *Do you want to create a sense of common belonging or mark someone for distinction?*
- ♦ *Do you want to symbolize the achievement, establish a stronger identity for your organization or match the personality of the recipient?*

Then you have to decide what kind of item would be most appropriate for the reason you are giving it and for the person who is receiving it. In deciding whether to give a plaque, trophy, pin, desk accessory, or other item, keep in mind that an appropriate award is:

- ♦ *representative of what is accomplished*
- ♦ *attractive enough to keep in the recipient's home or office*
- ♦ *consistent with the purpose and image of the organization presenting it*
- ♦ *right for the activity and the level or importance of the achievement*
- ♦ *in line with the organization's budget*
- ♦ *well crafted with the highest quality materials affordable*



### Many Choices

Because of our training and experience we as **ARA** recognition experts can guide you in choosing the right awards for your purpose. There are many ways to recognize people, and the best are not necessarily the most expensive or the first that comes to your mind. We can show you a large variety of the latest products and advise you how the many marking methods now available can be used to make distinctive awards that are perfect for your needs.

As **ARA** awards specialists we can help you get the most with the funds you have, or determine how much you should budget to meet your objectives. We will also help you schedule your orders to get what you want when you want it without having to pay rush charges. It is always best to allow as much time as possible for an order so we can get all the materials and use all the processes needed to create exactly the award you want.

To give you some idea of the many choices you have for awards, here are some of the most common recognition items and what they are typically used for. Of course, any of these can be used for a variety of purposes, depending on the type of award preferred.

- ♦ **Trophies and Trophy Cups:** *A traditional favorite for sports awards*
- ♦ **Plaques and Certificates:** *The choice for many achievements and volunteer recognition awards, now available in many different material and styles.*
- ♦ **Medals, Medallions and Pins:** *Available for all sorts of sports and activities, including a large variety of academics, professional and volunteer purposes.*
- ♦ **Ribbons and Rosettes:** *These marks of excellence come in a variety of shapes. They come with stock printing or custom wording with stock or custom designs.*
- ♦ **Desk Accessories:** *Personalized with names and logos, these items are popular for corporate recognition, service awards, member recognition and scholastic/athletic recognition.*
- ♦ **Custom Awards:** *Truly unique, these items often incorporate glass, acrylic, stone and other material to produce artistic awards the recipients will treasure forever.*

These are just some of the possibilities. We can also show you a variety of advertising specialties, embroidery, screenprinting and other personalized gifts or clothing that would be perfect for your recognition needs. If you don't see something you like, don't be afraid to ask for our suggestions.

Part of what makes an award memorable and appreciated is the way it is packaged and presented. We can show you how to plan presentations that enhance the perceived value of the item received.



### Many Marking Methods

There are many different ways we can personalize awards to produce the look you want at a price you can afford. You can choose a variety of marking methods ranging from classic like engraving, hot stamping to high-tech new processes like laser engraving and sublimation, which produces full color images on many kinds of items. Depending on materials involved, you may prefer the look of sandblasting, acid etching, embroidery, photometal process color filling or a combination of methods.

We can tell you what processes will work best on the materials you select to produce the perfect award for your needs.



### The Professional Advantage

The advantage of working with an **ARA** recognition professional are clear:

- ♦ **Knowledge** of the latest products and techniques
- ♦ **The highest quality** of awards and recognition items
- ♦ **Comprehensive, worry-free service**
- ♦ **Innovative ideas** and custom programs

Members of the *Awards and Recognition Association (ARA)* are committed to providing the highest level of professional service. Through **ARA** we keep informed about the latest recognition products and technology available. We regularly build our skills in **ARA** seminars and workshops designed to keep us at the cutting edge of the industry. Many have achieved professional certification by meeting the requirements for *Certified Recognition Specialist (CRS)* and *Certified Recognition Master (CRM)* designation.

**ARA** experts have the knowledge, equipment and professional attitude needed to offer you the best awards service possible. Trust them with your needs. You will find they give you the most recognition for your money.

M E M B E R

