



## Press Release – For Immediate Distribution

Toronto, ON – June 20, 2013

### Site Canada Announces ‘Gain InSite’ Program to Increase Business Opportunities for Buyers, Suppliers & Sponsors

Pam Graham, President of Site Canada launched the Chapter’s ‘Gain InSite’ loyalty program in Toronto, Canada to the sold out audience at its Summer Social fundraiser event.

“The ‘Gain InSite’ program will provide opportunities for members to connect with each other, and encourage them to source, propose and buy services from other Site members’ organizations first. For example, it benefits not only incentive buyers who may purchase room nights from a hotelier member, but also benefits suppliers, who may need the services of an audio-visual company or photographer, or a trade publication looking for additional advertising opportunities ” said Pam Graham. “The program is aligned with our Chapter’s business proposition of “Connect. Grow. Lead.” which builds on the fundamentals of the Site Global organization; ‘Global Connections, Motivational Experiences and Business Results’, and will produce measurable business activity and proof of ROI.

From a survey of Site Canada members across Canada , over 50% of respondents said that they considered their fellow Site members first when sourcing new business. Typical feedback indicated that *‘stronger relationships have been forged by creating awareness, and gaining access to suppliers who previously may not have been in our database’*. The goal is to further improve value for members and sponsors alike, and to get members to automatically “think Site”. The Chapter will conduct periodic surveys to measure the impact of the ‘Gain InSite’ program.

To create awareness and excitement, an incentive program, the ‘Gain InSite’ Token Challenge, was also announced. At each Site Canada event, Supplier members will award ‘Gain InSite’ tokens to Buyer members for any new industry contacts made. Buyer members with the largest number of tokens by October 13 will be awarded a complimentary registration to Site Canada’s highly coveted Education Day in November.

The ‘Gain InSite’ initiative is an example of value that Site Canada provides to its members and sponsors. On a daily basis, Site members are immersed in the incentives and meetings industry, and are alert for the latest market trends and educational offerings to benefit their clients. ‘Gain InSite’ is an innovative tool for Site Canada members to increase their business and improve ROI. It is also a testament of their commitment to growing the industry in an ethical and professional way.

When asked about the proprietary nature of the program, Pam Graham said: “I encourage other Chapters and Site Global to embrace our program and copy the brand guidelines, operational features and Token Challenge. The Site community will exponentially benefit if the program grows beyond Canada”.

### About Site

Since its inception 40 years ago, Site has grown to more than 2,000 members in 92 countries with 30 local and regional chapters. Site Canada is the second largest chapter in the world with 120+ members from across Canada representing all aspects of the meetings and incentives industry. In 2012, Site Canada was the recipient of the Site Chapter of the Year Award, previously achieving the same honour in 2009. Site is the only global authority connecting motivational experiences with business results. The community of Site professionals brings best-in-class solutions, insights and global connections to maximize the business impact of motivational experiences regardless of industry, region or culture. Site

serves as the source of expertise, knowledge and personal connections that will catapult and sustain professional growth, and help build the value of extraordinary, motivational experiences worldwide. -End-

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