



## HMI Performance Incentives Wins the IMA Circle of Excellence Award

*Awarded in the Dealer Distributive Incentive category by the Incentive Marketing Association*

**NORWOOD, MA. June, 23, 2017** - HMI Performance Incentives is very proud to be awarded into Incentive Marketing Association's Circle of Excellence under the category "Dealer Distributive Incentive". HMI Performance Incentives submitted the program that it managed with its client, Eaton, which found great success as a short-term promotion. Originally planned for four months, the "Get In, Get Away" program was extended two additional months due to exceeded expectations.

Participants of the short-term promotion were rewarded based on their performance over the program earning period. The reward came in the form of a gamification module, which participants could spin to earn prizes. Additionally, participants earned entries for individual travel rewards to various destinations.

One of the winning factors for HMI was the marketing deliverables created for the program. These deliverables included a promotional video, announcement email, congratulations email, gamification module emails, and reminder emails to submit claims and earn entries.

The program was able to exceed the client's expectations and greatly satisfy the participants. 97 percent of participants found Eaton products to be very valuable, and 87 percent found the program rewarding in some way.

President of HMI, Paul Ferreira, was honored to hear the news of the award, saying, "By combining HMI's creativity and technology solution with our client's vision, we have executed a highly successful short-term promotion. HMI Performance Incentives is excited for the launch of our next collaboration with Eaton."

"At Eaton, we're passionate about creating highly effective marketing programs that support the growth of our electrical distributor channel partners," said Claire O'Reilly, director, Channel Marketing, Eaton's Lighting Division. "Collaborating with HMI Performance Incentives to develop, execute and track the success of the Get In, Get Away promotion proved to be a winning strategy that grew partner engagement."

"We're very proud of the commitment and expertise of our marketing and performance solutions teams, who worked so hard to make this program such a success," said Lincoln Smith, executive vice president, Sales & Marketing. "HMI Performance Incentives is happy to work and succeed with our client, Eaton, and we look forward to accepting this honor together."

In a testimonial about the program itself, one participant said, "This is the first vendor promotion that was fueled by sales that I have not only participated in, but felt was worth my time trying to sell to the customer and upload onto the site. This was a great experience, and I would love to participate again in any of the Eaton promotions."

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### **About HMI Performance Incentives**

Founded in 1980 in Cambridge, MA, HMI Performance Incentives is a global leader in designing and managing sales and customer incentive solutions. At HMI, success is measured by the outcome of our clients' programs and their satisfaction. Our programs are designed to accelerate sales, increase customer or employee engagement, and increase market share. With more than 35 years of experience in the performance improvement industry, we know what it takes to deliver results.

### **About Eaton**

Eaton delivers a range of innovative and reliable indoor and outdoor lighting solutions, as well as controls products specifically designed to maximize performance, energy efficiency and cost savings. Eaton lighting solutions serve customers in the commercial, industrial, retail, institutional, residential, utility and other markets.

Eaton is a power management company with 2016 sales of \$19.7 billion. We provide energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton is dedicated to improving the quality of life and the environment through the use of power management technologies and services. Eaton has approximately 95,000 employees and sells products to customers in more than 175 countries. For more information, visit [Eaton.com](http://Eaton.com).