



2014 IDEAS CATALOG

“The Multipurpose Tool for Sales & Marketing”

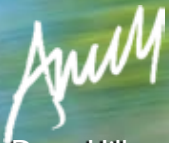
America Loves To Travel

America Loves to Travel! Your company can capitalize on this desire by incorporating Get Up & Go!® travel incentives into your next sales or marketing campaign and get maximum impact. Get Up & Go! travel certificates offer a variety of products and prices that can fit any promotional budget. Whether you want to increase foot traffic at your store, set more appointments, sell more product, liquidate outdated inventory, improve employee performance, or close more sales, Get Up & Go! can help you hit your target every time.

Get Up & Go! travel incentives are very effective marketing tools. The high value/low cost nature of the products are specifically designed to maximize the ROI of your promotion. The easy reservation process and the variety of popular destinations will have your customers coming back from their vacations with positive feedback and appreciation for the company that issued the certificate to them.

We welcome you to take a closer look at Get Up & Go! incentives by ordering a PDF of our catalog and the 'Four Steps to Increasing Your Sales' marketing guide. You will discover how you can generate more leads, convert more prospects to clients and close more sales. Just log onto www.getupandgo.com and click on "Free Sales Ideas".

Get Up & Go! — Hit your target every time.



Drew Hill
Senior Vice President, Sales
Get Up & Go!



Select Destinations



Get Up & Go!® Travel

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Mission Statement

The Get Up & Go! Mission is to help businesses be more profitable by offering quality travel programs that are easy to use and deliver value to their customers and employees. We will serve our customers well by producing sought after travel products that deliver results.

Generate More Traffic

America's Favorite Prospecting Tool

Every business needs more traffic. You've probably tried offering free gift promotions. What did you pay for those gifts? What was their perceived value? Did you get the results you wanted?

Maximize your R.O.I. with a travel incentive. Vacation getaways tend to attract a higher demographic group than traditional premiums. The Get Up & Go!® Lite products are great multipurpose incentives for businesses on a budget.

Application Examples:

- Increase ad response rates
- Make more appointments
- Energize call centers
- Improve direct mail results
- Perk up survey response rates
- Increase magazine subscriptions
- Triple website conversion rates
- Encourage customers to pay online



Green Lite



Blue Lite



Lites are printed on number one premium paper and expand like a road map. Lites fit comfortably into a #10 envelope so they are easy to mail. This makes them ideal tools for mass marketing and web applications.

Charitable Events

Businesses get solicited for donations all the time. Why not donate a supply of Get Up & Go!® certificates to your favorite charity? Help them raise more money by tying a travel incentive to a donation amount. Schools, golf events, silent auctions, art shows and many other fund-raising events will benefit from these drives and make your company shine in your community.

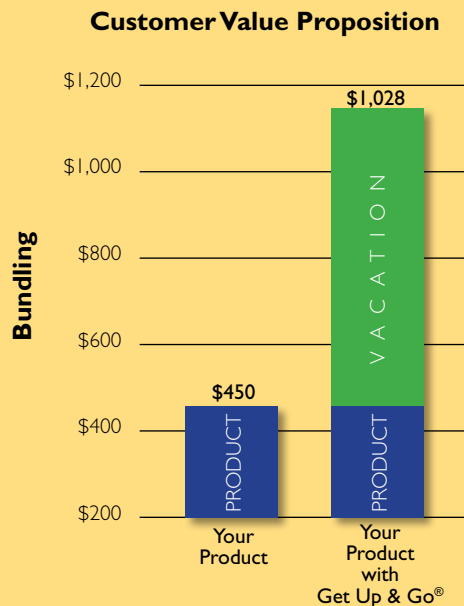
- Online and phone-in donations
- Goodie bag stuffers
- School fundraisers
- Raffle ticket incentives
- Door prizes



Sell More Product

One + One = 4 The Power of Product Bundling

All goods and services have implied consumer value. What's yours? It's not the price - it's not the cost. Successful companies have learned the power of product bundling by incorporating Get Up & Go!® into their products and services.



Application Examples:

- Purchase \$100 worth of accessories
- Sign up for an extended warranty
- Open an investment account
- Purchase close-out inventory
- Buy a two-year subscription



Product will attract even more attention when it's packaged with a travel incentive. Product bundling is an easy way to generate higher profit margins without compromising your price. When you master the art of product bundling, you'll sell more products more often and at higher prices.

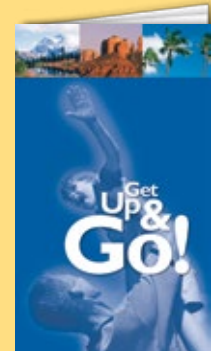
Product Bundling

Businesses too often make the costly mistake of having a sale and cutting their price in order to move units. Whether you sell lawn mowers, luggage, computers or financial products, bundling with a value-added item is an easy way to increase the consumer value proposition. Best of all, product bundling eliminates your customer's ability to shop price as you will have a "truly unique" offer.

Green Classic



Blue Classic



Classics are 14-page booklets, rich in color and printed on number one premium paper. You'll be proud to present them in person. With more space available for content, they outline in greater detail the attractions and activities available at each destination

Close More Sales

Marketing Definition: GRAVITY
A premium's ability to pull, induce, persuade or to otherwise convince.

When it comes to "gravity", here are the 800 pound gorillas. Tropical destinations are what people secretly desire - it's the "vacation of a lifetime". Why not give them what they want?

Integrate these powerful tools into your sales process. Sales managers love them because they increase close rates. Finance managers love them because they reduce rescission rates. Tropical series are more expensive, yes, but extremely cost effective when you consider how quickly they'll improve your bottom line.

If you let your customer walk out the door on their first visit, they will shop your competition and you'll lose the sale. Make it hard for your customers to say "no." Reward them for doing business with you TODAY.

The Perfect Business Gift

Are you in B2B sales? Got that special business client or vendor you want to reward or recognize? This is the perfect professional gift when words, cards and cookies simply won't do.



Application Examples:

- General closing tool
- Sales contest prizes
- Thank you gifts
- Employee rewards
- First-day buying incentives
- Two-tiered promotions



Florida Tropical



Mexico Tropical



Tropical certificates are 8-page full color travel brochures, printed on McCoy Silk paper with a spot varnish coating. They are extremely impressive when presented in person and you will be proud to hand them out.

Improve Employee Performance

***To know the PRICE is meaningless.
To know the VALUE is priceless.***

Turn your entire team into an army of top performers. Rewarding desired behavior should go well beyond their paychecks. Show them your appreciation.

How many of your employees are really looking forward to another plaque for their wall, a gift card to be forgotten or another frozen turkey? They work hard all year. Their happiness means your success.



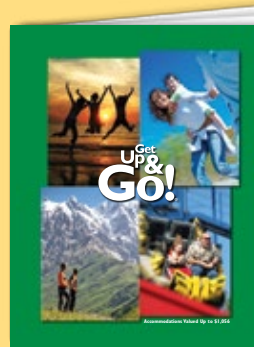
The One-Two Punch!

Without exception, our most successful campaigns occur when we combine a consumer-based Get Up & Go! incentive (tied to a transaction), with an employee-based Get Up & Go! incentive (tied to sales performance). When you get both customers and employees working toward the same goal, results are impressive.

Application Examples:

- Perfect Safety Record
- Referring a New Employee
- Resolving a Customer Complaint
- Perfect Attendance
- Reaching Performance Goals
- Extraordinary Service
- Exceeding Sales Goals
- Completing a Project
- Start Date Anniversaries
- Company Events
- Birthdays

Green Plus



Blue Plus



Plus are 14-page full color travel brochures, printed on McCoy Silk paper with a spot varnish coating. They are extremely impressive when presented in person and you will be proud to hand them out.



The Customer Experience

Travel IS Our Business

Get Up & Go! has been in the travel incentive businesses for 13 years and has over 460,000 satisfied travelers to prove it. We've been able to maintain high satisfaction rates because we a) invest in state-of-the-art systems and b) empower our staff to make people happy.

We Do The RIGHT Thing

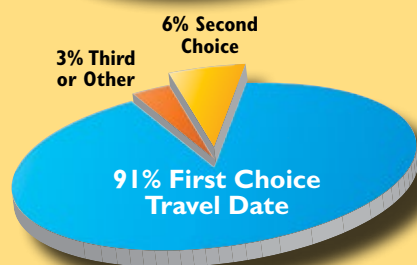
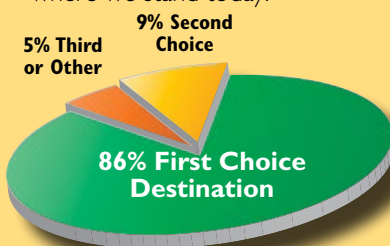
Each Get Up & Go!® agent is experienced and carefully trained. From airline tickets to rental cars, they've got both the skills and tools to guide each traveler through the reservation process. Absolutely no money changes hands until reservations are confirmed.

Concierge Service

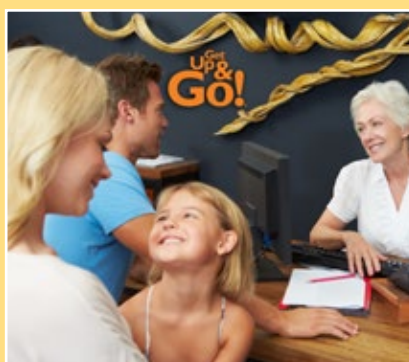
Each Get Up & Go! vacation begins at a professionally staffed Welcome Center. These friendly folks help our guests get acclimated - the shows, the festivals and everything in between. Many offer deeply discounted attraction tickets. All of this is part of the world-class service one can expect while on a Get Up & Go! vacation.

Hotel Availability

We've got plenty of inventory when and where you want to travel. Statistically measured every year, here's where we stand today:



*Conducted by Cendant Research Group



Hotel Standards

Only those properties that maintain a minimum rating of 3 stars (by Mobile Travel Guide) or 3 diamonds (by AAA) are included in the Get Up & Go! program. Please log on to www.aaa.com or www.mobiletravelguide.com for more specific information on the two nationally recognized hotel rating systems.

Major Brand Hotels

Get Up & Go! has purchased over 700,000 rooms since 2001 utilizing well over 200 hotels where room blocks are under contract. Here is a sampling of where Get Up & Go! guests stay.

Baymont Inn & Suites®
Best Western®
Clarion®
Comfort Inn®
Comfort Suites®
Days Inn®
Hampton Inn Suite®
Hawthorn Suite by Wyndham®
Hilton®
Holiday Inn®
Holiday Inn Express®
Howard Johnson®
Quality Inn®
Radisson®
Ramada®
Sheraton®
Staybridge Suites®
Wellesley Inn & Suites®
Wingate by Wyndham®

An Army of Gurus

GURU - noun; / goo - roo /
One who is regarded as having great knowledge, wisdom and authority in an area and who uses it to guide others (teacher)

Let Us Help You

An Authorized Get Up & Go! Representative can be a great asset to your sales and marketing team. We stand ready to help you develop a tailored promotion that is "just right" for you and your business. Whether it's a new customer acquisition campaign or an after-market up sell opportunity, let our experienced "Army of Gurus" help you reach maximum impact.

Careful Recruiting

Your Get Up & Go! Guru was carefully recruited from a pool of experienced sales and marketing professionals. We also have industry-specific specialists who may be more qualified in your particular industry vertical.

Extensive Training

Each GURU is fully trained at our headquarters located in Celebration, Florida. We study in detail the behavioral aspects of travel incentives. We cover the latest marketing techniques and styles. When their training is complete, they will know what works, what doesn't, and why.



Industry Verticals on Staff

Automotive
Insurance
Banking

Media Companies
Loyalty Programs
Home Furniture

Health Care/Clubs
Home Appliances
In-Home Sales

Fund-raising
Boats & Marine
Lead Generation

Electronics
Real Estate
Restaurants

Partial Client List

Don't Let These Big Names Scare You

We've helped over 5,300 businesses, both big and small, grow their business. We'd love to add your name to the list.

1st Federal Savings Bank
AFLAC
American Bank & Trust
American Cancer Society
American Heart Association
AOL- Time Warner
Atlanta Braves
Audi Dealers
Avon
Cadillac Dealers
Carlson Travel
Carrier
Chevrolet Dealers
Chrysler Dealers
Compass Bank
Continental Airlines
Credit Suisse
Darden Restaurants
Dodge Dealers
Evergreen Furniture

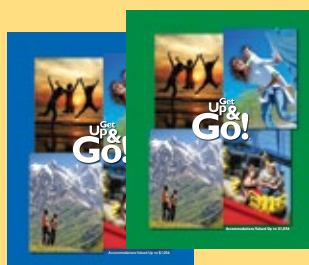
First National Bank
Florida Hospital
Gannet
General Electric
Heritage Federal Bank
Hyundai Dealers
Inwood Office Furniture
Jeep
John Deere
Johnson Controls
Johnson Motors
KICK-FM
Kiwanis
Liberty Bank
Make-A-Wish Foundation
Mary Kay
Medical Hair Restoration
Mercantile Bank
Old National Bank

Oldmobile Dealers
Pitney Bowes
Pontiac Dealers
Primerica
Raytheon
Remax
Ritz Food Service
Sun Country
SunCruz Casinos
Symbol Mattress
Tater's Kitchen
The Arthritis Foundation
Tournament Pros
Toyota Dealers
Tri-Auto
Vita Spa
Women's Fitness
World Gym

Marketing Tools

Point of Sale Aids

We offer point of purchase materials to support your Get Up & Go! promotion. It's simple and easy to order: Ask us for official advertising guidelines when using the Get Up & Go! logo in your marketing collateral. Choose from:



Posters



Banners



Caps



Knives



T-shirts



Buttons

Balloons



Golf Shirts





Get
Up &
Go![®]



Get Up & Go! Travel, Inc.
Celebration Corporate Center
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Celebration, Florida 34747