

# Sam Minster Vice President

Sam Minster, is award-winning, one of the top in his field, and will always give you his all, no matter the project. When you work with Sam, you instantly know that he is the perfect partner for your project.

From branded merchandise to complex programs like sales incentives, global stores, and individually-shipped kits, Sam will get the job done, while alleviating all of your stress.

He knows how important it is that your brand guidelines are followed, and since he's well-versed in both Photoshop and Illustrator, he's able to take care of all of your art needs.

Microsoft's agency needed a partner who could handle a very complex project to help announce their latest Windows release. Sam not only delivered exactly what was needed from creating custom products to coordinating all the overseas delivery. but it turned out to be the largest, single branded merchandise program in our industry.

Sam also managed some of the most successful Gift with Purchase (GWP) projects for video game companies, including EA Sports, Activision & WB Games.

He is part of Nadel, which is one of the largest companies in the industry and has offices in 26 major cities in the U.S., Canada, England, Greece, Australia & Hong Kong, so your global rollouts will have consistent messaging and quality.

# Nadel

Beyond branded merchandise.



WINDOWS LAUNCH



VIRTUAL MEETING KIT



GIFT WITH PURCHASE PROGRAM

## OUR PROJECTS ARE VARIED & INCLUDE:

- **PRODUCT AND/OR SERVICE INTRODUCTIONS**
- **SALES CHANNEL MARKETING PROGRAMS**
- **TRADESHOW TRAFFIC BUILDERS**
- **EMPLOYEE RECOGNITION**
- **GIFT WITH PURCHASE**
- **POINT OF SALE**
- **CONSUMER PROMOTIONS**
- **LOYALTY PROGRAMS**
- **WEB-BASED AND INTERACTIVE PROGRAMS**

## EVENTS

OUR STRENGTH IS THE ABILITY TO TAKE CARE OF YOUR EVENTS ON A GLOBAL BASIS. SIMULTANEOUS ROLLOUTS IN THE U.S. AND EUROPE INSURE CONSISTENT MESSAGING AND QUALITY.

## TECHNOLOGY

FROM WEB-BASED SOLUTIONS TO SOCIAL MEDIA AND EVERYTHING IN BETWEEN, WE HAVE THE EXPERIENCE AND VISION TO PUT THE LATEST TECHNOLOGICAL SOLUTIONS TO WORK FOR YOU.

## FULFILLMENT

OUR FULL-SERVICE FULFILLMENT AND DISTRIBUTION CENTERS ARE SET UP TO HANDLE ALL TYPES OF PROGRAMS FROM ONLINE STORES TO CUSTOM PROJECT KITTING AND MAILING.

## BRANDED MERCHANDISE

OUR DEDICATED RESEARCH TEAM FOCUSES ITS ENERGY ON 3,000 MANUFACTURERS AND GLOBAL RESOURCES, DELIVERING RESULTS THAT ARE EXACTLY WHAT YOU NEED FOR YOUR PROMOTION.