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**NY Incentive, Rewards & Recognition Show Gets Boost from a New Group**

**T**he New York Incentive, Rewards, and Recognition Show was held at the Hilton New York May 12-13, and unsurprisingly, given the state of the economy and the timing of the show, it was noticeably smaller than in previous years, both in attendance and the number of exhibitors. And yet, many exhibitors said they were impressed with the quality of the buyers.

Laura Parker, manager of gift cards for OSI Restaurant Partners, which has seven casual-dining chains including its flagship Outback Steakhouse, said a single buyer she met at the NYIRR Show justified her booth and attendance. And a number of her fellow exhibitors were thrilled to see a buyer for Citigroup at the show on the second day, not just as a potential client, but because banking industry buyers have been notably absent from the incentive industry since the federal bailouts began last fall.

The show featured the debut of the Enterprise Engagement Expo and Conference, an educational pro-

gram put on by the newly formed Enterprise Engagement Alliance, whose members include the Human Capital Institute, Peppers & Rogers Group, 1to1 Media, the Business Marketing Association, Gallup, the Incentive Federation, and the Incentive Research Foundation. Enterprise Engagement Alliance's Website, [www.EnterpriseEngagement.org](http://www.EnterpriseEngagement.org), should be up and running this month.

Several exhibitors credited the



The New York Incentive, Rewards, and Recognition Show joined forces with the newly formed Enterprise Engagement Alliance to provide a more robust educational program

Expo, which created a more robust educational track for the NYIRR conference than in years past, with keeping the show's second day more active than in previous years. ■

—Leo Jakobson

