

Gift of Choice (GOC) Gift Booklet User Guide

What is a Gift Booklet?

A gift booklet is an assortment of identically priced gifts grouped together in a printed catalog. We offer 17 gift level options, from \$25 to \$5,000, and your recipients never see prices. Each gift level is filled with exciting brand name gifts to fit any lifestyle. In addition to the print catalog, your recipient will also have access to the expanded gift collection which is available online.

National Delivered Price

The prices outlined below include; one gift booklet level, all presentation materials, a single gift from the gift level received including shipping cost to the 48 contiguous states, standard Gift Headquarters' website, phone or mail in redemption, and Participant Services Support Department. You are billed for your gift booklets at the time your order is received. There is no minimum order requirement; you may order any quantity of gift booklets from multiple gift levels.

Gift Level Name	National Delivered Price to Contiguous 48 States	Approximate # of Items in Print	Approximate # of Items Online
Opal	\$25	50	100
Topaz	35	50	100
Pearl	50	60	100
Ruby	75	60	100
Emerald	100	60	100
Diamond	150	60	100
Pewter	200	60	100
Copper	250	60	100
Bronze	375	50	100
Silver	500	50	100
Gold	750	50	100
Platinum	1,000	50	100
Amber	1,250	25	50
Crystal	1,500	25	50
Ivory	2,000	25	50
Sterling	3,500	25	50
Titanium	5,000	25	50

(6e6g5i) Prices valid through 2019



To view the complete gift collection for each gift level visit <http://www.GIFTHDQ.COM/GOCPlus>

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100% Unconditional Guarantee

All shipments to the contiguous 48 United States are covered by our 100% Unconditional Guarantee of Satisfaction for the gift and the condition in which it is received. Gifts may be returned for any reason up to 30 days after receipt at our expense.

Gift Booklet Presentation Items

Each gift booklet presentation packet includes: the gift booklet of your choice, postage-paid redemption card, insert letter (which can be branded with a logo and custom message) and adhesive seal, white presentation folder, and a white outer mailing envelope (9x12). You may choose your gift booklet cover, insert letter, and seal from a variety of stock options. All presentation items coordinate with the gift booklet cover style.



- A** - Gift Booklet
- B** - Insert Letter
- C** - Presentation Folder
- D** - Adhesive Seal
- E** - Outer Mailing Envelope
- F** - Postage-Paid Redemption Card

F - Redemption Card Front

For additional items and faster redemption, redeem at www.GIFTHDQ.com/redeem

D - 00012345 G - 00678 R - 4567

Redemption Number:
0012345 00678 4567

Redemption Code

Online Redemption Advantage:

- Twice as many items
- Fastest redemption
- Expanded item details
- Order confirmation & status updates

Each redemption card includes a unique redemption number. The card provides redemption instructions for how the recipient may place their order online, over the phone or by mail. Redemption cards have no expiration date.

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F - Redemption Card Back



Choose Presentation Elements From Stock Options

Choose A Stock Booklet Cover

There are over 10 different stock themes to choose from, see a few cover themes below. All presentation items coordinate with the cover option chosen. Holiday components are available in season, September through December. See page 15 & 16 to review the coordinating items for each stock theme.

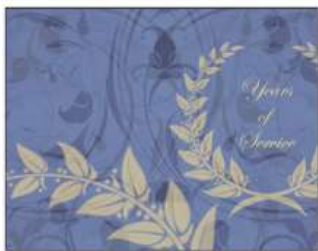
2019 Recognition Cover Options



Theme A: "Your Gift Is Your Choice"



Theme B: "Congratulations"



Theme C: "Years of Service"



Theme E: "Years of Service"

2019 Holiday Cover Options



Glistening Gifts



Rustic Glow



Evergreen



Brilliance

An insert letter is included with each gift booklet presentation; see page 6 for custom imprinting options. The presentation folder comes with a coordinating adhesive seal and an outer mailing envelope. The outer envelope return address contains the Gift Headquarters' PO Box address on the flap, however an envelope with no return address is available upon request.

The default cover A, "Your Gift is Your Choice," is used when your order doesn't specify a cover choice.

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Symbolic Recognition Presentations (Optional)

There are four presentation upgrade options designed to enhance the regular Gift of Choice presentation. Each offers a more memorable and personal way to express your appreciation for any recipient. All Symbolic Recognition Presentation options are only sold as a companion item to Gift of Choice program orders and are not sold separately.

Option1: Deluxe Certificate Holder

Includes – self-mailing envelope, recognition certificate & holder (for your recognition message and logo), and your selected Gift of Choice booklet level.



The cost is \$6.95/presentation, plus the actual UPS shipping cost. A label with the recipient's name is affixed to the outer mailing envelope for easy distribution.

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Closed size –
12.1875" W x 9.25" H x 1.375" D

Frame – 11.5" W x 9" H

Option2: Metallic Folder

Includes – three panel metallic folder, certificate (for your recognition message and logo), and your selected Gift of Choice booklet level.



Folded size -
13"W x 10.375"H

The cost is \$12.00/presentation, plus the actual UPS shipping cost. A label with the recipient's name is affixed to the outer mailing envelope for easy distribution.

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Option 3: Premium Box

Includes - a certificate (for your recognition message and logo) placed in a black and gold frame, enclosed in a decorative black box with a wax "Thank You" seal and champagne tone ribbon, and your selected Gift of Choice presentation. The frame is suitable for hanging or placing on a desk.



The cost is \$20.00/presentation, plus the actual UPS shipping cost. A label with the recipient's name is affixed to a white corrugated mailing box for easy distribution. (g)

Closed box -
13.75"W x 11.375"H x 1"D

Option 4: Deluxe Box

Includes - a framed certificate (for your recognition message and logo), and your selected Gift of Choice presentation. The paper certificate is covered with an acetate protector. The frame includes an easel back and hanging option.



The cost is \$27.50/presentation, plus the actual UPS shipping cost. A label with the recipient's name is affixed to a white corrugated mailing box for easy distribution. (g)

A small gift may be included for an additional cost.

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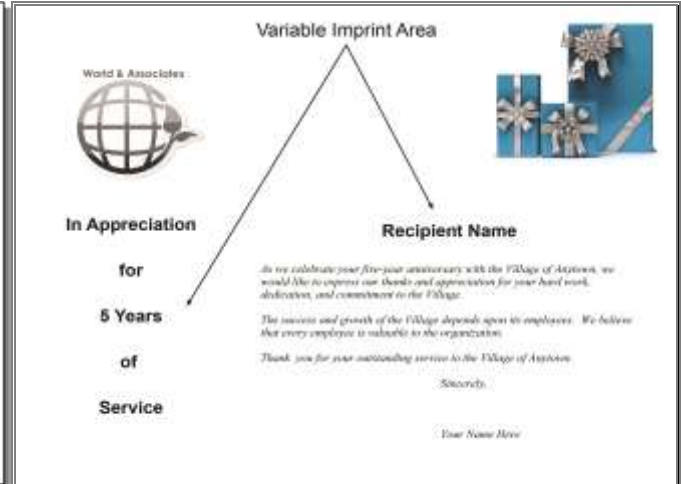
Presentation Branding & Personalization (Optional)

Insert Letter Customization Options

Fixed Imprinting Sample



Variable Imprinting Sample

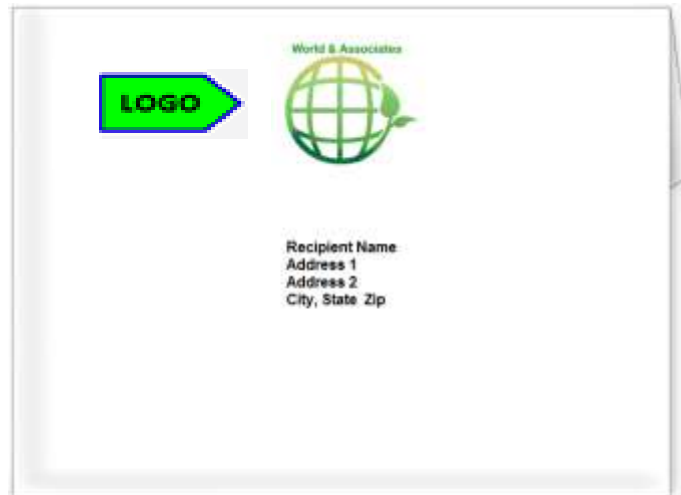


Fixed imprinting - When the same logo and special message is used on every insert letter in an order.

Variable imprinting - Allows for a unique insert letter for every recipient that may include the recipient's name and specific reason for giving, in addition to the same logo and special message. When using the variable imprinting option, an Excel file in our format must be provided identifying the specific variable data to be used for imprinting.

Booklet Cover & Outer Mailing Envelope Customization Options

There are over 10 different stock booklet covers (see page 15 & 16) that can be branded with your corporate or program logo. As an option you may provide your own artwork, according to our specifications, for a completely custom cover. You may also add a logo to the outer mailing envelope for a cohesive presentation.

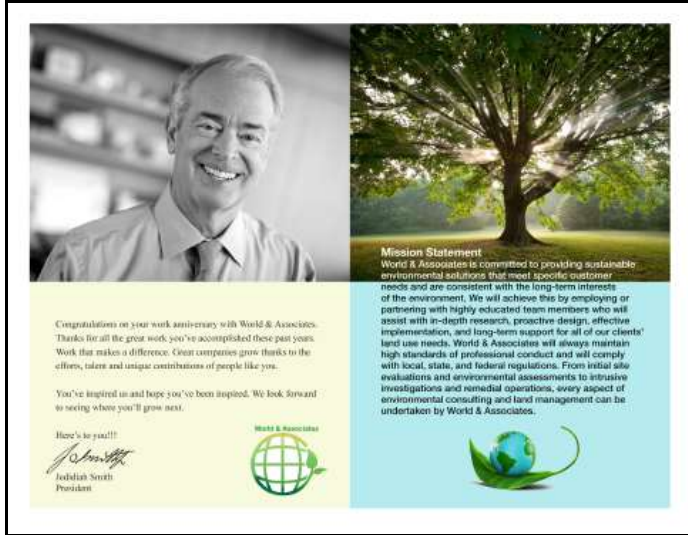


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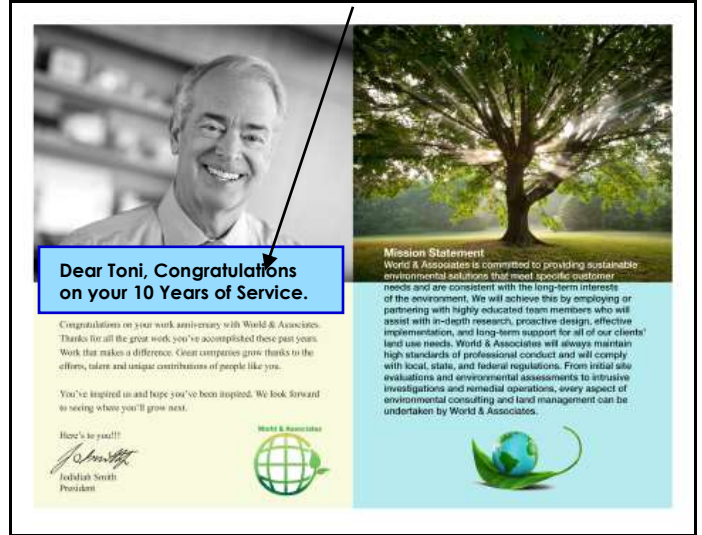
Additional Custom Booklet Page(s) Options

Add up to 4 new pages (page size 11" by 8 ½") in the booklet which can include an appreciation message from the President, specific program details, corporate mission statement, product information or any other messaging.

Fixed Imprinting Sample



Variable Imprinting Sample



Fixed imprinting - When the same logo and special message is used for each additional booklet page for every recipient.

Variable imprinting - Allows for a personalized message to each recipient within a standard booklet page format. This may include the recipient's name and specific reason for giving, in addition to the same images, logo and special message. When using the variable imprinting option, our Excel file must be provided identifying the specific variable data to be used for imprinting.

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Gift Booklet Presentation Customization Options & Charges

	Fixed Imprinting "Same for All"	Variable Imprinting "Unique to Recipient"
INSERT LETTER IMPRINTING		
Message Text (Fixed/Same)	Yes	N/A
Message Text (Variable/Unique)	N/A	Yes
Logo	Yes	Yes
Personalized with Recipient's Name (ex. employee's name for service anniversary)	N/A	Yes
Printing Set-Up Charge *	\$25.00	\$25.00
Order Size is Less Than \$1,000	\$1.00/Per Insert	N/A
Order Size is Greater Than \$1,000	No Charge	N/A
Variable Printing Run Charge (includes printing of recipient's name on outer envelope and insert letter)	N/A	\$2.00/Per Insert
BOOKLET COVER CUSTOMIZATION		
Company logo/program logo added to stock cover	\$0.50/cover	N/A
Custom Cover	Request Quote	N/A
Printing Set-Up Charge *	\$25.00	\$25.00
ADDITIONAL CUSTOM BOOKLET PAGE(S)		
Booklet Page bound in catalog (11" by 8 1/2 ")	\$1.00/booklet	\$2.00/booklet (max. 2 data fields)
Layout & Printing Set-Up Charge *	\$45.00	\$90.00
OUTER MAILING ENVELOPE CUSTOMIZATION		
Include a logo on the outer mailing envelope	\$0.50/envelope	N/A
Custom Envelope	Request Quote	N/A
Printing Set-Up Charge *	\$25.00	N/A

Minimum Order Requirement -

20 booklets/order or \$10,000 in annual gift booklet orders.

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* A set-up charge is applied every time a change is requested to the original artwork and/or message area of a customized presentation element.

RECEIPT OF CUSTOMIZATION MATERIAL:

Message/Copy text must be provided in a Word format.

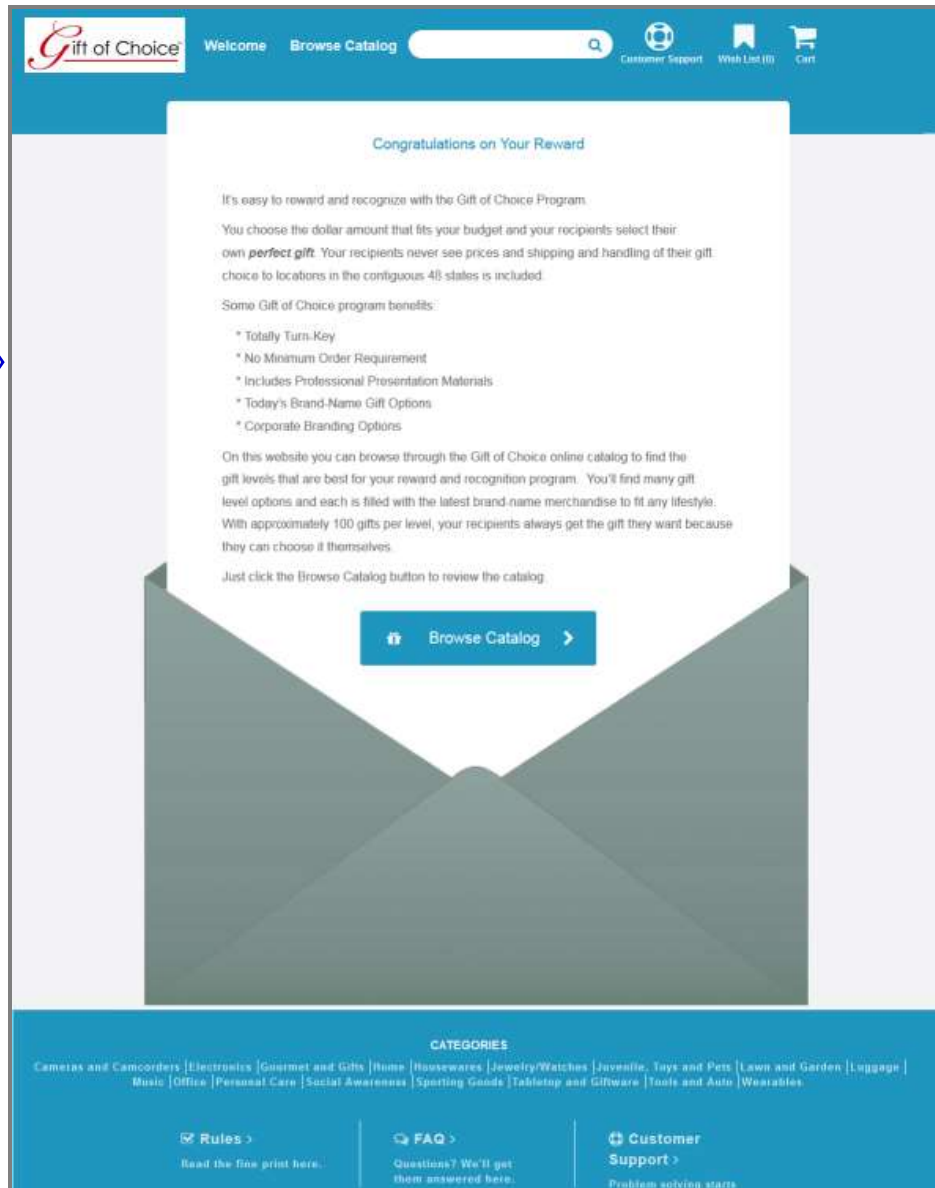
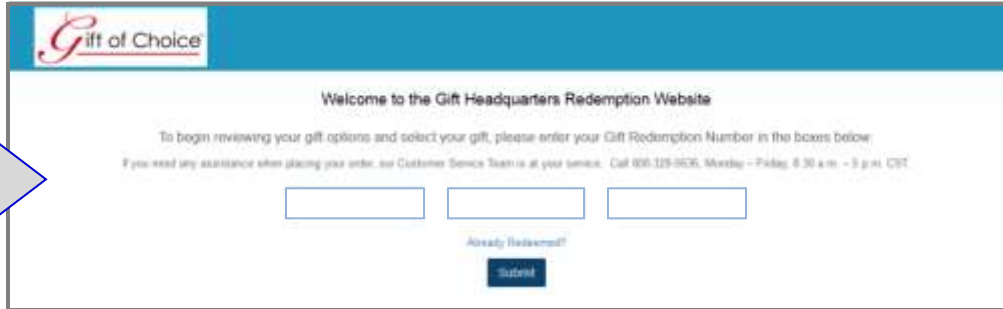
Logos must be provided in jpeg, tiff, or eps format, and 300 dpi

The Unique Variable Data (recipient's name and/or message details) must be provided in our Excel Template format.

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Standard Gift Headquarters' Redemption Site

Each redemption card includes information about how to select a gift at the Gift Headquarters' redemption website, www.GiftHDQ.com/redeem . The unique redemption number allows the recipient to log into the site to view and select their gift. The recipient can enter the site multiple times before redeeming.

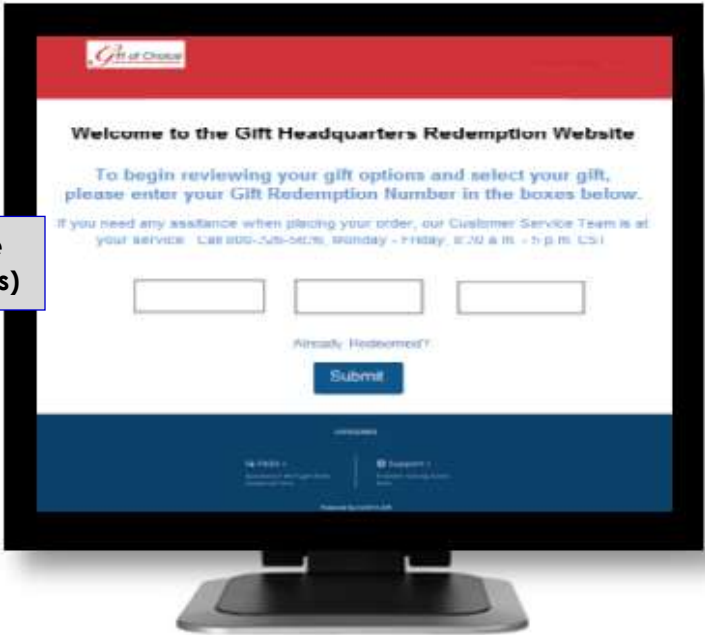


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Custom Branded Redemption Website (Optional)

A custom website can be created to be accessed directly and/or linked through a corporate intranet site. The website can be customized with a company logo and/or theme logo on the header, color scheme selection, Welcome Page message, and much more. There are three templated options to choose from; each one offers different degrees of customization. Regardless of the template and customization selected, recipients have access to view all gift options in the gift levels awarded online. Every gift appears with a four-color image and complete product description.

Login Page
(All Templates)







Standard Template Customized:

Website annual fee \$395
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Welcome Page



Customization Elements:

- Add a logo 
- Select color scheme 
- Provide copy for message areas (1 & 2) 
- Stock Image Color (3) 

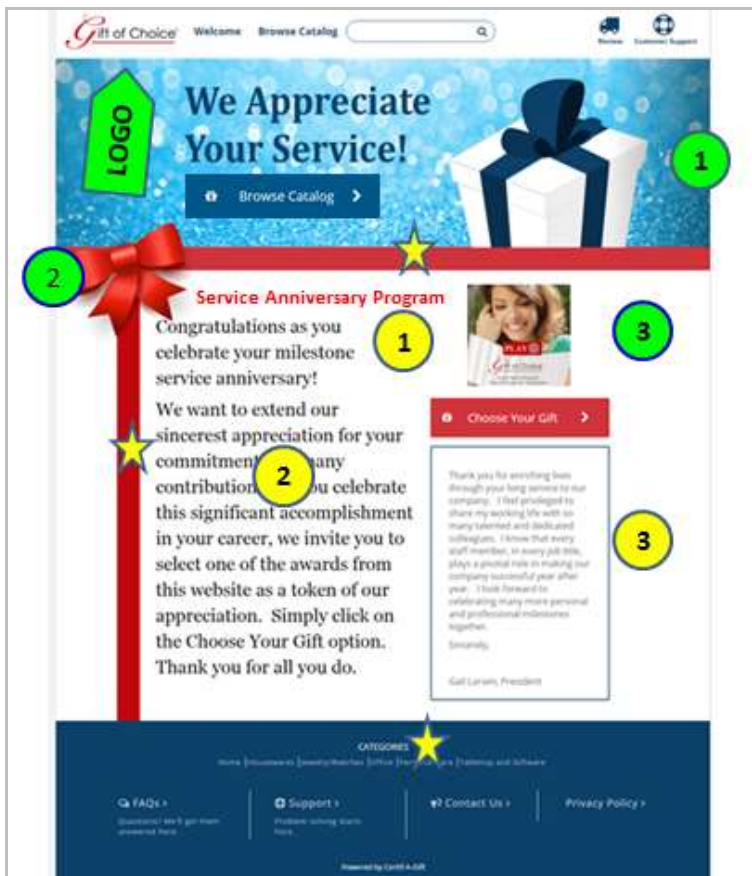
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Template 1 Welcome Page

Template 1 or 2 Basic Customized - Website annual fee \$595. (z)


Template 1 or 2 Deluxe Customized - Website annual fee \$895. (z)





Template 2 Welcome Page

Customization Elements:

Add a logo 

Select color scheme 

Provide copy for message areas (1-3) 

Chose stock image or provide your own (1-3).  Use up to 5 images in image area 1, which contains a scroller feature.

For more detailed information contact us to request a Live Demo.

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Recipient Redemption Process

Redemption instructions are included on the redemption card. Recipients can mail in the postage-paid redemption card or log into the website and enter their unique redemption number to make their gift selection. To redeem online, the recipient clicks on Browse Catalog to review all the gift options, make a gift selection and place their order. On the Checkout Page, the recipient completes all requested information, including a ship to street address, email for order confirmation, etc. Recipients should allow one to five weeks from the date of order to receive their gift, however 88.5% of the gifts will arrive in 10 days.

Gift Booklet Presentation Mailing Costs

Ship all Gift Booklet presentations to one location. (If shipping to multiple locations call for a quote.)	UPS Ground at actual shipping cost.
Ship each Gift Booklet presentation directly to a recipient's address (includes outer envelope addressing and postage). Our Excel template format must be used. A record of the redemption number issued to each recipient will be provided.	\$3.95 per Gift Booklet presentation mailed USPS First Class. Mailings outside of the contiguous 48 states will incur additional shipping charges.

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Order Process Flow

Order processing cut-off time is Noon CT. Upon receipt, orders are processed as follows:

Imprinting Request	Order Processing Time January - September	Order Processing Time October - December
No Imprinting	2 - 3 business days	3 - 5 business days
Fixed Imprinting *	4 - 5 business days	6 - 8 business days
Variable Imprinting *	5 - 7 business days	8 - 10 business days

Expedited shipping is available upon request for an additional charge.

*Processing time for imprinted orders begins when we receive your insert letter layout approval.

Gift Booklet Presentation Packet Assembly

If you have not requested imprinting on the insert letter, your order will be sent partially assembled. The redemption card will be inserted into the gift booklet and the gift booklet will be placed into the presentation folder for your convenience. All other items will be sent bulk and presentation packet assembly instructions will be provided. If you have requested imprinting with your order, your presentation packet(s) will arrive fully assembled but not sealed unless you specifically request a different handling on your order.

Recording Gift Booklet Redemption Numbers

It is recommended that the program administrator keep a record of the redemption card number(s) that have been assigned to each recipient. In the event a redemption card is lost or stolen, the redemption number needs to be supplied in order to be cancelled and reissued at no additional charge. You will receive an email with an excel spreadsheet that contains all the redemption numbers issued for your order. If these numbers have not already been assigned, you should use this spreadsheet to record the name of the recipient that will receive each unique redemption number. A printed copy of the spreadsheet will also be enclosed in your order.

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Payment

You are billed for the gift level(s) ordered at the time your order is received. The gift booklet presentation is provided at no additional charge.

Gift Booklet Shipments Outside the Contiguous 48 United States

Arrangements for any international shipments must be reviewed and approved in advance of your program launch. All shipments outside the contiguous 48 states will incur additional charges such as duties, taxes, brokerage fees, and freight charges.

Additional Shipping Costs Outside the Contiguous 48 United States

Merchandise shipped to a location outside the contiguous 48 United States will incur additional shipping charges, plus taxes, duties, and brokerage fees (if applicable). Gift Headquarters will fax a shipping authorization form for your review and signature requesting instructions and approval for shipping the pending and all future orders addressed outside the continental United States. No credit will be given for freight charges built into prices for deliveries within the continental borders. No additional charge will be assessed for document preparation, waybills, and commercial invoices prepared by Gift Headquarters for exported shipments. Duties, taxes, and brokerage fees are assessed by the country into which the item is shipping and are charged back to the customer. These costs will be invoiced after Gift Headquarters receives the shipping provider's bill and may follow the original shipment by weeks or even months.

Merchandise shipped outside of the continental United States that arrives defective or damaged may be repaired or replaced at our option. Call tag and return label services are not available for international shipments. Merchandise returns must be shipped prepaid and insured, and must reference a return authorization number assigned by our International Shipping Department.

First Enclosure & White Glove Delivery

Large items that require truck delivery, receive standard "First Enclosure" delivery, where the item is brought into the recipient's home or garage, whichever is appropriate. For some larger high-end items such as appliances, flat screen TV's, etc., a "White Glove" Delivery is provided. When "White Glove" service is used, the contracted delivery company will contact the recipient to setup a convenient day and time for delivery. The item is delivered into the recipient's home within the first floor, unpackaged, and tested for operation if applicable. Packaging materials are also removed by the delivery company. No additional setup is included with the delivery. Your program online FAQ's will instruct the recipient to not sign for a shipment if damage is detected. If an item is damaged, the recipient should refuse the delivery and contact Gift Headquarters Participant Services Support Department.

Gift Booklet Replacements

If you have an active Redemption Card(s) but outdated gift booklets, we will provide you with the appropriate website address for which to redeem a gift. If a new Gift Booklet presentation is required, a \$3.95 per presentation charge plus shipping costs will apply.

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Unredeemed/ Returned Gift Booklet Redemption Number Policy

Unredeemed/Returned gift booklet redemption numbers may only be returned for a credit, which is applied to your account and may be used toward a future order. Because gift booklet redemption cards are validated, registered, and issued specifically for a program, redemption numbers can only be used once and cannot be reissued. An administrative fee of \$3.95 is deducted from the credit for each unredeemed/returned gift booklet redemption number.

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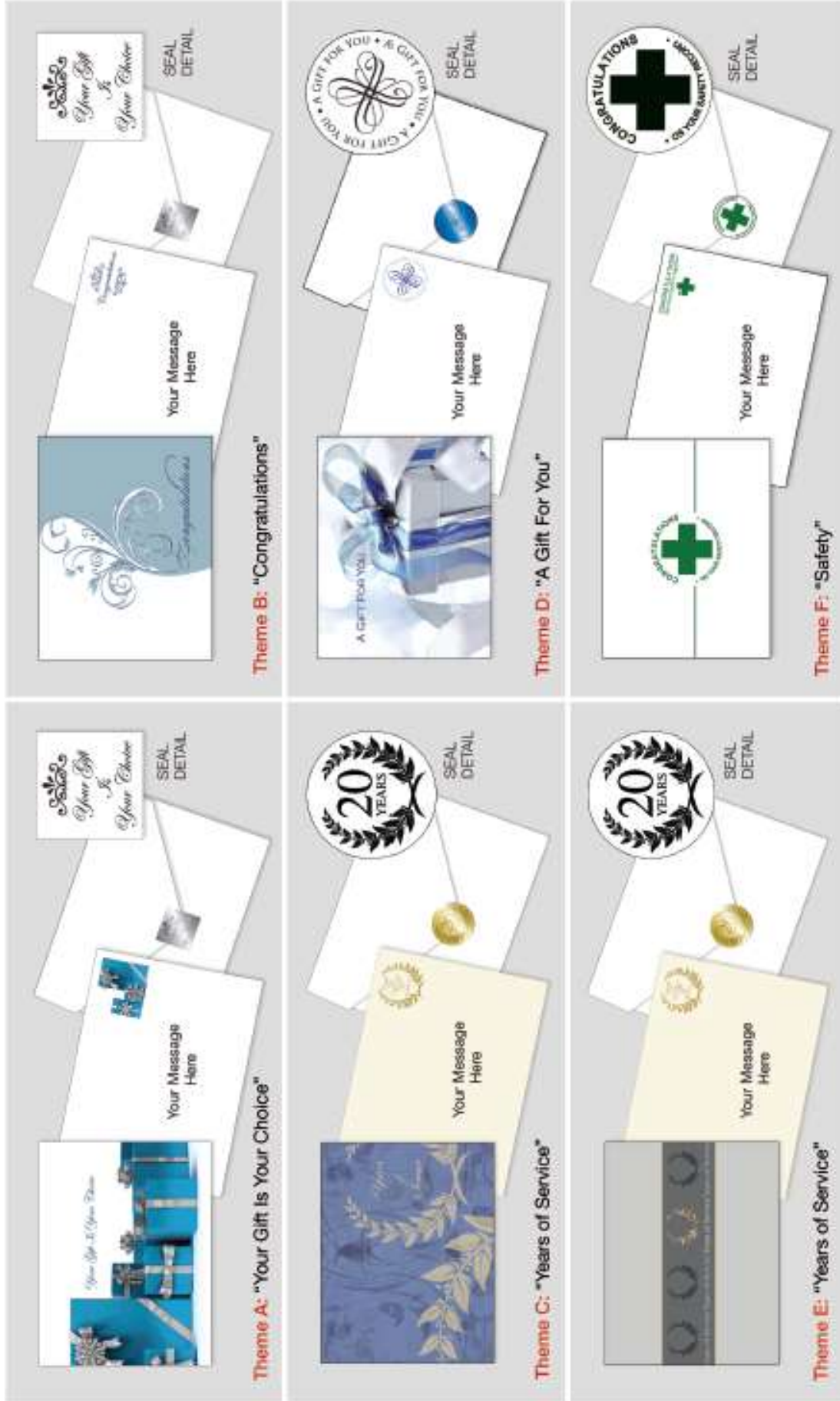
Lost Gift Booklet/Redemption Number

If a gift booklet redemption card number is lost by the recipient and you want to request that it be reissued for another redemption number, the original redemption number must be provided in order to be replaced at no charge. If the original redemption number is not provided, a new order for the replacement must be made and you will be charged for the new redemption number.



Choose Your Gift Booklet Component Theme

There are six different coordinating stock theme options. Presentation items include a booklet cover, insert letter, jacket, and foil adhesive seal. The insert letter is designed for a special message and company logo, providing an opportunity to enhance your brand. Note: A "Thank You" insert letter and seal are also available as an option.



Please indicate your Gift Booklet theme preference on your Purchase Order. If you do not specify a preference on your P.O., Theme A: "Your Gift Is Your Choice" will be used to fulfill your order.



Choose Your Holiday Gift Booklet Components

You have several Holiday cover, coordinating insert letter and seal options for your Gift Booklet order. Please indicate your Gift Booklet component preferences on your Purchase Order. If you do not specify a preference on your P.O., the "Rustic Glow" cover and "Holiday Greetings Gold" insert letter and seal will be used to fulfill your order.

Cover Options



Glistering Gifts



Rustic Glow



Brilliance



Snowflakes



Holiday Dazzle



Evergreen

Insert Letter & Seal Options

