



Make Your Move.

About us.

Vision:

We transform products, rewards and uniforms into unforgettable one-of-a-kind experiences that bring your brand to life - and make it real and memorable for your customers, your prospects and employees.

Values:

- One HALO
- Ingenious
- Determined
- Inclusive



BY THE NUMBERS

2,100
WORLDWIDE
STAFF

132
FORTUNE 500
CLIENTS

42
OFFICES
WORLDWIDE

70
YEARS IN
BUSINESS

ANNUAL SALES VOLUME



COMPANIES THAT CHOSE HALO

AXIS PROMOTIONS
100% FROM ORDINARY
PRODUCTS

BOOST
BRANDING

catalyst

CMG

USE

im|incentives
IMAGINATION. BUSINESS. & TECHNOLOGY.

SBS PROMC
Signature Branded Swag

meyer
dunlap

sunrise identity®

STRATEGIC ADVANTAGES

- Financial Strength
- Purchasing Power
- Innovation
- Global Reach
- Risk Management
- Product Safety
- Sustainability Practices
- Operational Excellence

Make Your **Move.**

You've achieved substantial success in our industry, but if you're looking for more opportunities to grow and increase your earning potential, **make your move to HALO.**

We Offer:

- Distributor solutions to take your business to the next level
- Marketing and promotional support to allow you to break through the competition
- Complete business support to earn more and administrate less



Take Your Business to the Next Level.

We have the solutions to help you grow your existing accounts and win new business.

We've made significant investments to give our distributor partners the tools, teams and resources required to provide your customers a break through experience.

- Online Platforms
- Custom Kitting
- Fulfillment & Logistics
- Sustainability & Product Safety
- Data Security Compliance
- Financial Stability



Business Requirements & Compliance to Win Fortune 500 Clients.

Organizations today require not only strict adherence to supplier branding standards, but also protocols and reporting to ensure their suppliers align with their commitment to social and environmental issues. We proudly work with more than 130 Fortune 500 clients.



INSURANCE & LIABILITY

We maintain more than \$20 million in liability coverage to protect you and your customers.

FINANCIAL STABILITY

HALO's financial position leads the industry, backed by TPG Capital, one of the world's largest private equity firms, with more than \$100 billion in assets.

SUSTAINABILITY

Our program helps you meet your client's sustainability goals and reduce negative impacts on the environment and the people who produce our products.

SUPPLIER DIVERSITY

Our supplier diversity program promotes business opportunities for diverse suppliers with certified Tier 2 reporting for your customers.

PRODUCT SAFETY

Our Secure Source protocol ensures all suppliers adhere to all state, federal and international standards.

DATA SECURITY

We provide the safest and most secure solution in the marketplace. We've passed key audits from major fortune 500 clients.

Agency Level Marketing.

We are your creative powerhouse. There isn't anything our creative teams can't or won't do to help you grow your business. Our team of marketing specialists work in unison with our sales partners to deliver promotional strategies for you and your customers.

We Offer:

- Marketing Strategies
- Promotional Tools
- Creative Support
- Sales Tools
- Customer Events

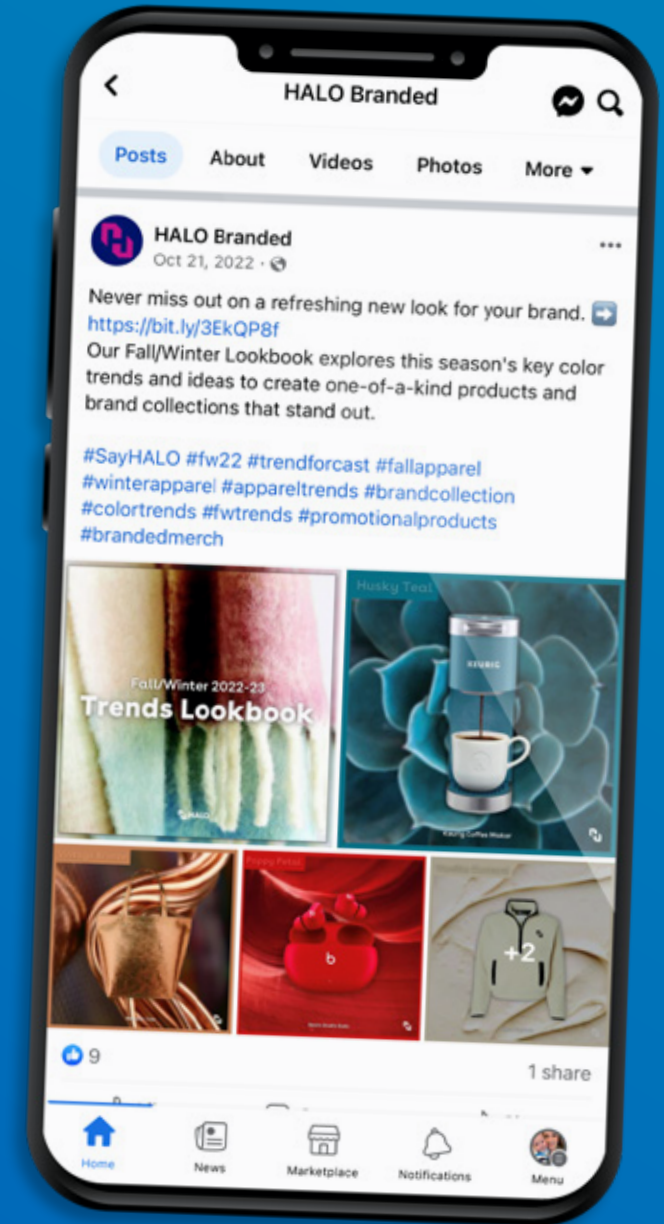
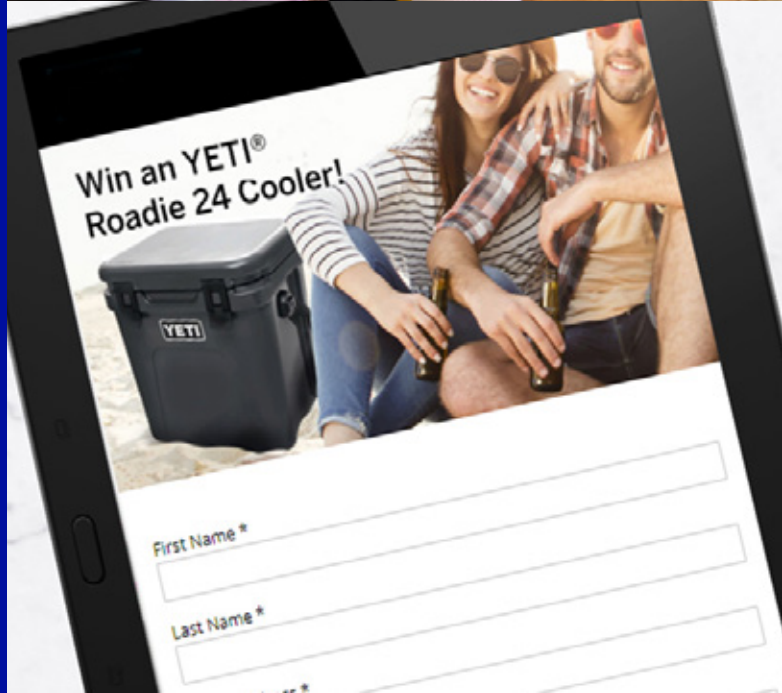


Marketing Tactics That Get Results.

We offer a complete suite of multichannel marketing tools designed to keep you top of mind with all of your clients.

Marketing Tools Include:

- Direct Mail
- Email Marketing
- Social Media
- Custom Content
- Online Forms
- Gifting



HALO.com.

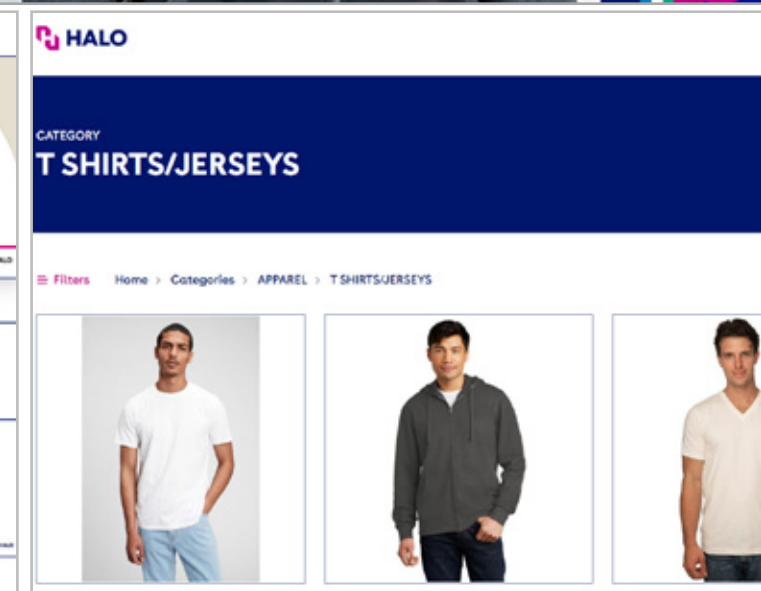
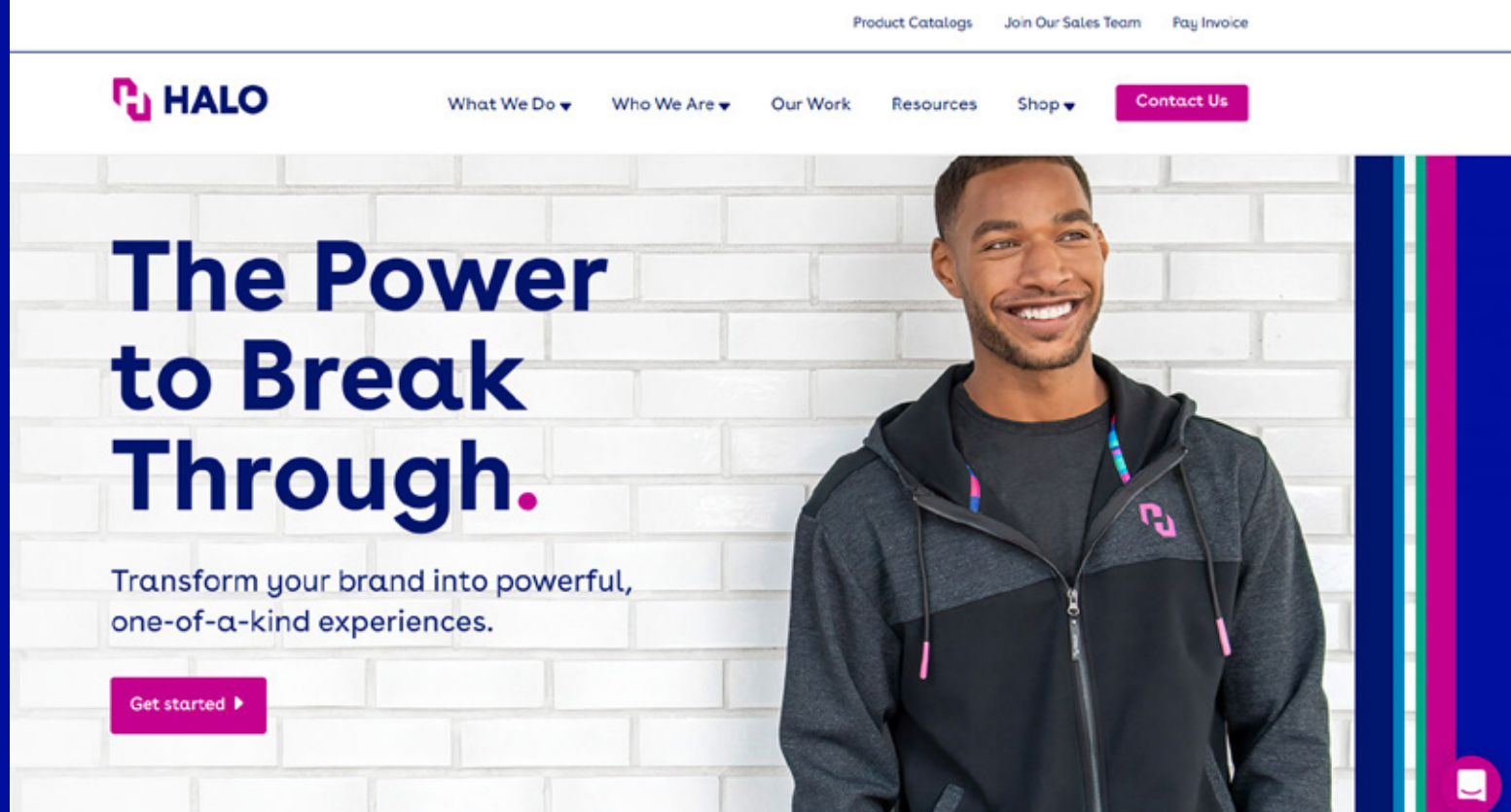
We refreshed HALO.com to reflect the breadth and depth of the solutions and capabilities that HALO offers.

New Features include:

- Direct-to-consumer website
- Free personalized pages
- Lead generation resulting in \$8MM in revenue for HALO Account Executives
- Product Catalogs
- Expanded overview of our capabilities and solutions



<https://halo.com/>



Be Strategic About Your Goals.

We market you and your brand to keep you in front of your clients with targeted campaigns.

You are assigned a marketing professional to help you plan and execute self promotions and customer campaigns. They will assist you with developing a promotional calendar for the entire year called a Marketing Action Plan (MAP).

SELF PROMOTION	Automated Emails	Direct Mail	Events	Social Media
	Opted into bi-weekly automated email program for full contact list with weekly reporting.	FEB: Essentials catalog mailings to full list. Q2 & Q3: Inbox direct mailings NOV: Holiday gifting mailers for top 50 clients.	JULY: Annual end-user show, corporate clients only AUGUST: Local chamber event	Following HALO corporate content reviewing share strategy to reach customers.

CUSTOM PROJECT SCHEDULE	2023											
	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
		Spring Polos						2022 Calendar Program	Customer Service Conf. Special	Customer Appreciation/Holiday Gift Box		
	Ice Scraper/Snow Brush		Spring Sale	Eco/Reimagined Collection		New Collection Launch			New Fall/Winter		Holiday Collection/Cyber Monday	Holiday
			Spring Sale	Eco/Reimagined Collection			Road Trip Ready		New Fall/Winter			Holiday

Client Specific Form	Client 1 Custom Eblast	Client 2 Custom Eblast
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Earn More. Administrate Less.

We've built the most successful promotional, uniform and recognition company anywhere. Everything we do is designed to help our sales partners grow their business, earn more and administrate less.

We Offer:

- The Best Teams in the Business
- Business Technology
- Collaborative Sales Culture
- Increased Income Potential



The Best Teams in the Business.

Support Teams

HALO's experienced and dedicated support staff allow you to **be in business for yourself, not by yourself**. We have a support staff of over 1600 across the United States looking out for one thing: **you**.

Legal	Warehousing Fulfillment	Web Services	Supplier Relations
Lean Six Sigma	Kitting	Information Security	Merchandising
Financial	Customer Service	Enterprise Programs	Sourcing
Accounts Receivable	Billing	Account Management	Product Safety
Accounts Payable	Order Processing	Program Implementation	Sales Management
Payroll	Sales Onboarding	Program Technology	Business Development
Accounting	Sales Support	Program Sales	Marketing
Operations	Information Technology	Inventory	Creative



Collaborative Sales Culture.

Sales Culture

We are a company of entrepreneurs, thought leaders and business builders who come together to create a global corporate merchandise and recognition company that combines the best people, the best ideas and the best execution.

Collaborative Opportunities:

- Destination Events
- Town Halls
- Regional Idea Sharing Events
- HALO Ideas Mail
- Sales Advisory Council
- Social Media Groups



Buying Power.

Earning Potential

HALO is the #1 client for 85% of the top 100 suppliers in the industry. Our size and reputation provides us with the leverage to negotiate the best pricing, priority production and early access to products for you.

Preferred Supplier Network:

- Over 600 Suppliers offering EQP and more
- 200+ Preferred Suppliers with negotiated best pricing
- All special pricing is shared with every Account Executive



Preferred Plus

- Alphabroder & AB Deco
- Prime Resources
- AZX Sport / Simplified Sourcing
- Bag Makers, Inc.
- CAP AMERICA
- Cutter & Buck
- Gemline
- Goldstar
- Hit Promotional Products
- Visual Impressions
- HPG Brands
- Beacon, Best, Debco, Hub Pen, Origaudio, Handstands, Webb/ Mixie
- LOGOMARK, INC.
- Perry Ellis
- Pop! Promos
- Polyconcept
- PCNA/Bullet/ Leed's/ Journalbooks, TriMark
- NC Custom
- Chocolate Inn-Lanco
- Sanmar
- Showdown Displays
- Starline USA
- St Regis Group
- SNUGZ
- Sweda

Preferred Level 1

- 3M Promotional Markets
- AAA Innovations
- AAkron Rule Corp.
- Allen Company
- Caps Direct
- Charles River Apparel
- DEVARA
- Discount Labels
- Edwards Garment
- Bishop Garmets
- Evans Manufacturing
- Fossa Apparel
- Garyline
- Headwear USA
- Head To Toe, HTT Apparel
- High Caliber Line
- iClick
- Illini
- Imagen Brands
- Crown and Vitronic
- In Your Face Apparel
- LBU
- The Magnet Group
- Castelli
- Maple Ridge Farms
- Outdoor Cap
- Pacesetter Awards
- Peerless Umbrella
- Picturesque Graphics
- PowerStick.com Inc.
- Pro Towels
- PXP Solutions
- Spector & Co.
- Stormtech USA Inc.
- Terry Town
- Tervis
- Timbuk2 Designs
- Toddy Gear
- Tomaxusa
- T-Shirt Tycoon Solutions
- TWINTECH INDUSTRY, INC.
- Vantage Apparel
- Deco Department

Business Development.

Earning Potential

We have the teams, strategies and tactics to help you grow your accounts and win more business.

"Mile Deep" Account Penetration Program

- Review your accounts with more than \$100k in growth potential
- Deep one-on-one review of existing business and buyers in the account(s)
- Comprehensive account research process and referral practice
- Defined account penetration tactics
- Review process for continued success

Business Development Team

- Dedicated RFP/RFI Team
- Project Management
- Response and Presentation Development
- Presentation Team
- 50% Win Rate 2022
- Over \$45MM in Estimated Revenue won in 2022



Earning Potential.

We offer our sales partners generous gross profit pay, the best net pricing in the industry and several bonus programs allowing our partners to maximize their earning potential.

Our flexible compensation model allows you to partner with us as an employee or as an independent contractor. As an independent contractor you receive incentive based bonuses paid on orders above a 37% margin. Employees receive insurance and 401K.



BI-WEEKLY COMMISSIONS

Get paid bi-weekly on booked orders.

ACCOUNT PENETRATION

Strategies and tactics to go deeper into accounts and grow your business.

MARKETING AND PROMOTION

Our strategies result in a 10-15% sales increase year over year with an annual company-matched marketing fund of up to 6% of commissions.

GLOBAL SOURCING

Our in-house sourcing team delivers a 15% cost savings on average over industry importers with no prepayments.

HALO GLOBAL ART

We offer a dedicated outsourced art resource for digitizing, vector conversion and virtuals at up to 1/10th of market cost.

BUYING POWER

Purchase better, increase margins and reduce costs for your customers.

BUSINESS DEVELOPMENT

Our BD team is ready to assist you with RFPs and presentations when an opportunity arises.

BONUS & INCENTIVES

Up to 3% bonus on Preferred Suppliers' sales and 5%-10% bonus on products sold from our Essentials Program.

More Information and Resources.

Who We Are and What We Do:

[HALO.com](#) →

[Values](#) →

[Branded Merchandise](#) →

[Recognition & Incentives](#) →

[Uniforms](#) →

Merchandise and Inspiration:

[Current Trends Catalogs](#) →

[Instagram](#) →

[LinkedIn](#) →

Responsibility and Compliance:

[Sustainability](#) →

[Product Safety](#) →

[Supplier Code of Conduct](#) →

Thought Leadership:

[Resource Center](#) →

Partner with HALO:

[Join Our Sales Team](#) →

[50 Reasons to Partner with HALO](#) →



Thank You.