



**VALUE TO COST**

**TRAVEL INCENTIVES  
WITH MAI**

\$100,000 in Vacation Incentives from Motivation Advantage Inc. is perceived to have over \$300,000 worth of value.

<b>Cost</b>	<b>Value</b>
<b>\$100,000</b>	<b>\$300,000 Plus</b>

**Plus> Design Services at No Charge.  
MAI only charges for printing.**

**Merchandise/Points Promotions**

\$100,000 cost for this type (merchandise points) of promotion will only be \$70,000 in value of product due to the administrative fees.

**Plus> 20 – 30% markup on the merchandise**

<b>Cost</b>	<b>Value</b>
<b>\$100,000</b>	<b>\$70,000 or Less</b>