

Corporate Gift Selection for the Holidays

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AS THE HOLIDAY SEASON APPROACHES, MANY professionals tend to procrastinate when it comes to ordering their corporate holiday gifts. This, I believe, is due in part to their not knowing what to give. Indeed, this can be a vexing question—especially when one has a growing list of recipients, ranging from clients to colleagues to support staff. Also, one then has to recall what gifts one gave to whom last year, and in years prior.

There is also the matter of budget to consider. For example, your budget may be \$100 per gift for a select few clients, whereas about \$10 per gift for the majority of those on your list. In addition, there are other factors weighing into gift selection, such as the recipient's gender, age, and religion to name a few.

Despite tendencies to the contrary, there is no such thing as “too early” to order or reserve your holiday gifts. And, there are incentives to order early—aside from alleviating the stress inherent in last minute shopping. For one, many manufacturers offer price discounts for advance orders placed. Also, ordering ahead of schedule ensures a greater probability of quality control. For instance, if you are ordering gifts customized with your company logo, it is to your advantage to see a pre-production sample. This will allow you to catch and remedy any potential errors before the entire order has been produced. Needless to say, this is a major benefit not extended to rush productions. Further, as the holiday deadlines near, many items are no longer available, thereby forcing one to re-evaluate one's entire gift program.

In an effort to facilitate and coordinate your gift decision-making process, I have put together the featured corporate gift suggestions, ranging from under \$10 per piece to \$200 per piece and above. In many cases, the minimum quantity and price will vary, depending on customization options. For a corporate holiday gift program specifically tailored to meet your needs, you may wish to consult with a corporate gifts professional. ■



1. **Mid-Nite Snax: Half-Quart Tin with Hershey's Kisses**
A little tin sporting a customized label, filled with goodies.
Price: \$9.95



2. **Leed's: Normandy Gift Set**
This fantastic set includes a wine opener, Wine Spectator's Pocket Guide to Wine, three-month subscription to Wine Spectator magazine and vintage guide.
Sale Price: \$11.80



3. **Heritage Yamaska: Gourmet Maple Syrup**
Pure Maple syrup comes in this lovely bottle, featuring dried leaf adornments and wax seal.
Price: \$15.42



4. **Cross: Ion Pen**
With a futuristic look and feel, this pen is perfect for those with high-tech style.
Price: \$30.00



5. **Coach: Magnetic Money Clip**
Clip & carry. Designed to fit in your pocket.
Price: \$38.00



6. **Coach: Mini Signature Mini Skinny**
This perfectly proportioned Mini Skinny is made to fit everyday essentials like I.D. cards and cash.
Price: \$38.00



7. **Leed's: Zagat Gift Set**
This versatile set includes a journal, the 2005 Zagat Survey Guide and a Pen.
Price: \$35.04



8. **Sourcery: Mini Digital Photo Album**
This piece is tiny, light, and fun to carry—and holds up to 26 digital photos.
Sale Price: \$48.00



9. Graphic Image: Flexible, Leather-bound Journals
 These elegant pieces are available in an array of colors and sizes.
 Price: \$41.00 and up



13. Kosta Boda: Contrast
 Each bowl is unique, capturing the color nuances in the melted glass.
 Price: \$150.00



10. Swiss Army Brands/Victorinox: Gift Certificate Program
 This program enables the recipient to choose the gift, without revealing your cost.
 Price: \$50.00 to \$350.00



14. Tourneau: From the Corporate Classic Collection
 Classic timepiece with stainless steel case and bracelet featuring Swiss quartz movement.
 Price: \$250.00



11. Waterman: Carène
 A dynamic design for those with discriminating taste.
 Price: \$140.00 and up



12. Timberland: 22" Expandable Wheeled Upright
 Ergonomic and utilitarian, this piece makes for the perfect travel companion.
 Price: \$155.00

Jennie Azoulai is co-founder and president of Moxie Premiums, a company that provides promotional products and corporate gifts with creative input and marketing savvy. For more information, visit Moxie's web site, www.moxiepremiums.com.

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