



PRO*forma*

ONE SOURCE. INFINITE RESOURCES.

an exclusive presentation

ABOUT **PROFORMA**

Proforma is a global marketing solutions provider and an award-winning industry leader since 1978. With more than 700 member offices and 750,000 clients worldwide, Proforma partners with an extensive network of manufacturers and suppliers, creating buying power that's second to none. Increase productivity and sharpen your competitive edge. Only Proforma offers a value that includes an innovative, fully integrated, one-stop turnkey solution.

OWNER

Candace (Houghton) Lillund (candace.lillund@proforma.com) Candace founded ScoutPromotions, LLC...now

Proforma ScoutPromotions after recognizing a significant opportunity to shine and stand out in a very competitive industry by providing her customers with a *truly* exceptional customer experience. As a member of the Proforma family since 2011, we believe that buying promotional products should be memorable for how fun and powerful the integration of promotional items can be if they are used properly. While in sales and management positions at Xerox and subsequent businesses, I saw firsthand how effective promotional products, done correctly can be; and they provide a terrific ROI. Our Business Model allows us to:

- (1) Provide each and every customer an eco-friendly, responsible and sustainable solution to meet branding initiatives, whether it be promotional, print, or apparel**
- (2) Provide all the services of a global firm- "Global Reach with a Local Touch"**
- (3) Extensive network of supplier partners to fulfill any branded job that will communicate YOUR brand unlike any other in the marketplace**
- (4) Over 700 offices world-wide and hundreds of top tier product resources and trusted import partners**

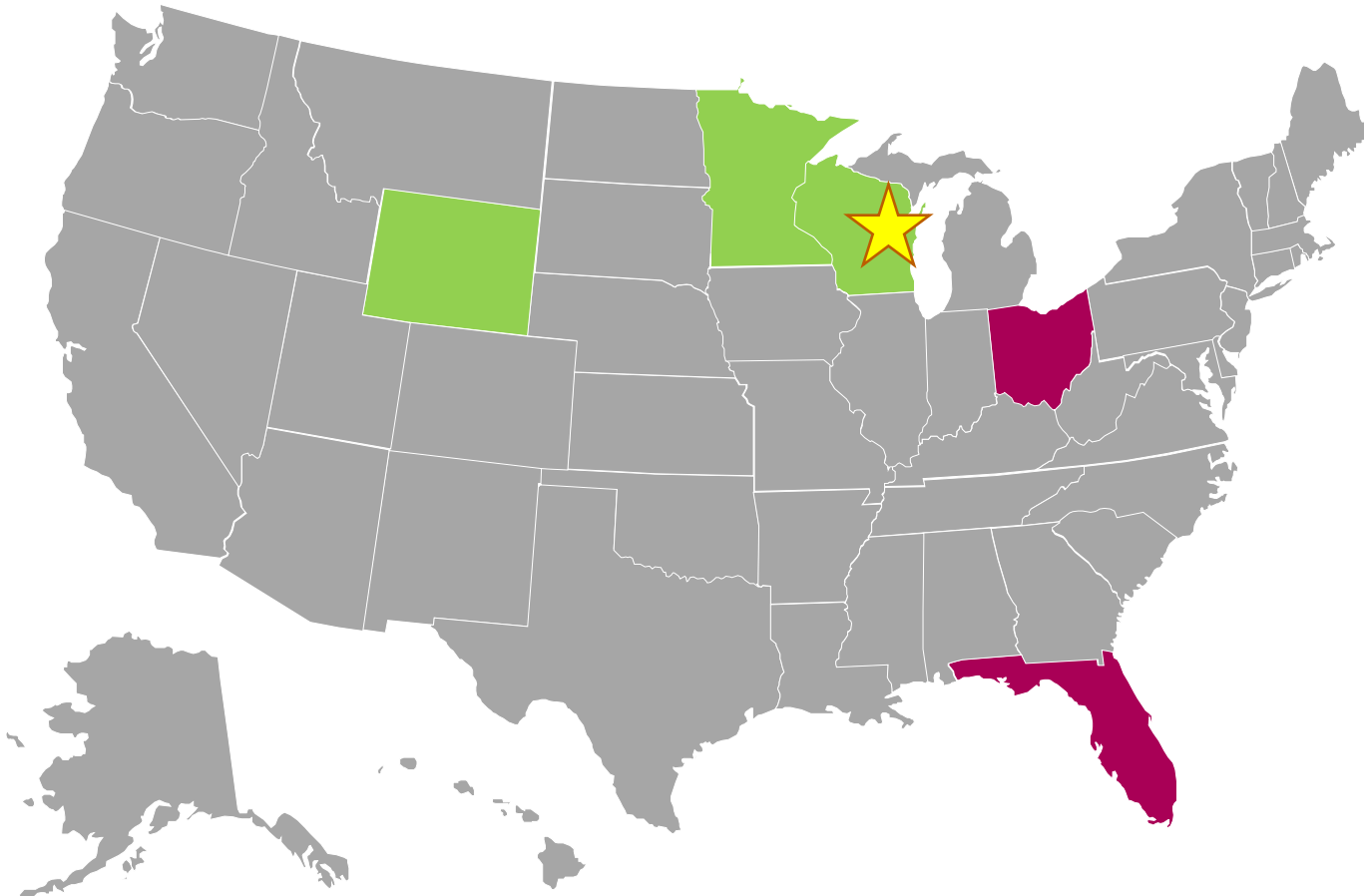
Associates and friends alike ask me every day, "Why are you in Promo?" Because, a whopping 94% of people feel that receiving promotional products during an event, milestone or process make the experience that much more enjoyable-**#promotionalproductswork**

We ENJOY the customer interaction, "Ahaa moments," and the "Wow" factor when our customer's delight in the success of meeting their marketing goals. We appreciate that and understand them from our own experience on their "side of the desk."

Let us partner TODAY with your company for current/future projects.



PROFORMA SNAPSHOT



Proforma Worldwide Support Center

- Over **40** years of industry leading experience
- Support departments in Marketing, Supplier Relations, Technology, and Finance
- More than **500** member offices across North America
- Over **750,000** clients worldwide
- **200+** Support Center Members in Cleveland, OH and Tampa, FL

Proforma ScoutPromotions

- Independent franchise Founded in 2011
- 13+ year client relationships
- BASI (Industry) Certification
- WBE Certified
- NWBOC National Certification
- Go Badgers – Packers Leap

Customer Service

Count on unparalleled customer service and support that you and your teams deserve.



ADAPTABLE SERVICE MODEL

In today's busy world, decision makers would like to buy more products and solutions from fewer people – this includes printing, packaging, promotional products, apparel, eCommerce, and more. We are equipped with the best tools & resources to adapt to your needs and become a full solutions provider for your company.

YOU!

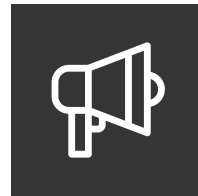
Warehousing & Fulfillment

We seamlessly handle every logistical aspect of warehousing, kitting, shipping, and fulfillment for you.



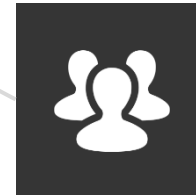
eCommerce

Our eCommerce Solutions help you streamline business processes, reduce administrative costs, and increase market presence.



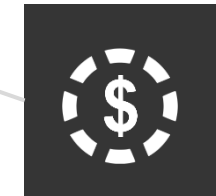
Marketing

You'll stand out from the crowd with cohesive and customized marketing programs that add impact and speak volumes about your company!



Vendor Relations

Our Supplier Partner Network is one of the largest in our industry. Our Supplier Partners offer exclusive pricing and programs.



Finance

Our billing solutions and process automation helps eliminate the manual steps involved with reconciling and payment of invoices.



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PRINT

Digital through large format capabilities for all your printing needs.



PROMO

Millions of top-quality promotional products available through our Preferred Supplier Partners.



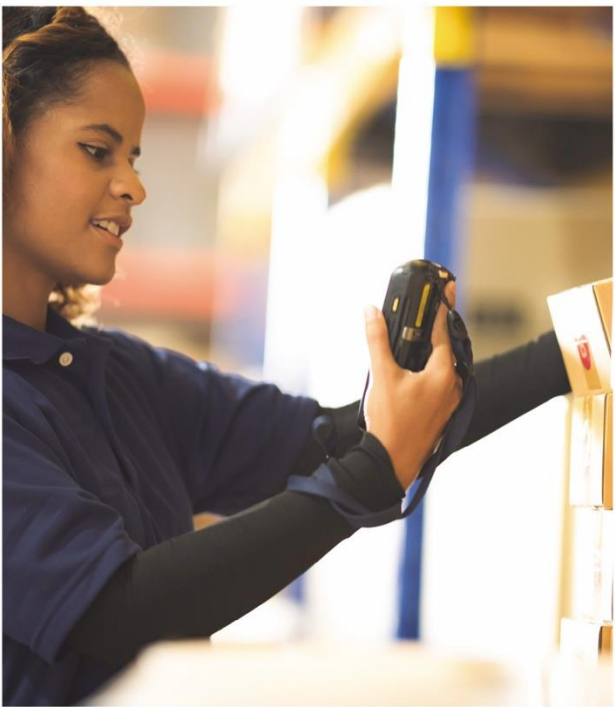
APPAREL

On trend and brand name selections for all your uniform and corporate apparel programs.



eCommerce

A robust and proprietary platform that can streamline all your print and promotional ordering processes.



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Fulfillment

End-to-end warehousing, fulfillment, and inventory programs.



Awards/Recognition

Customizable programs to maximize employee awareness and recognition.



Events

Complete tradeshow and event solutions including signage, collateral, and giveaways.



Direct Mail

Logistics and database management services for any-scale direct mail campaign.

Case Study 1



NEW WAYS

With a Company Rebrand Launch just days away and no way to showcase new brand, this company turned to Proforma ScoutPromotions to create, build, fulfill and dropship the new brand via a redemption site company-wide. Due to the success of this event, Proforma Scout Promotions has earned their trust and business to build out a complete e-commerce site.

NEW RECOGNITION

Large International Natural and Sustainable Food Coloring Company looked for a partner that could build a recognition site, offer retail quality diverse premium gift offerings, with the capability to drop ship to an international sales force. With just 5-days to source, build and deliver, Proforma ScoutPromotions continues to run the recognition site and has earned their ongoing tradeshow business.



NEW ASSEMBLY

In 2023, Milwaukee, Wisconsin was selected as the location for the Republican National Convention. Proforma ScoutPromotions proactively engaged their organization for that opportunity and successive planning meetings. Trust was quickly earned with the Washington DC Committee on Arrangements and subsequently with the Milwaukee Host Committee as well. ScoutPromotions was awarded the merchandise contract for the Debate in 2024 and Convention in 2025. This was a challenging venture as all products were required to be of USA origin and produced and delivered within 10-days of award.

Case Study 2

Case Study 3



PREFERRED SUPPLIER PARTNER NETWORK

Enterprise level partnerships to give our clients access to the biggest brands at the best price.

550 strategic agreements

20+ year working history

OUR PORTFOLIO



While we are proud of the number of clients we serve, we also work with some of the largest companies in the world and have been for decades.

20+

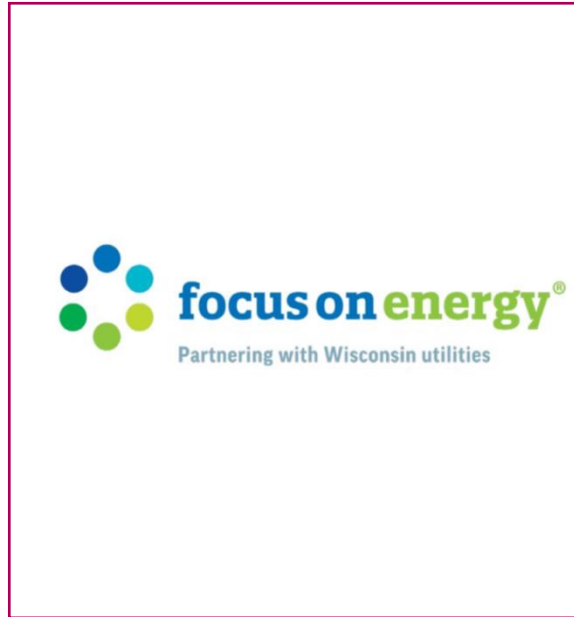
Years we have partnered with hundreds of our clients

750,000+

Clients in the Proforma Network

\$1bil+

Sales volume of many of our top clients



While we are proud of the number of clients we serve, we also work with some of the largest companies familiar to most right in the Upper Midwest.

13+

Years we have partnered with
of our clients

1,000+

Clients in the
Proforma Network

\$300,000+

Sales volume
of many of our top
clients

PROforma PR stores



SCALABLE

Scalability includes unlimited product offerings, multiple applications, and global reach.



CUSTOMIZABLE

Our expert artists can create any user experience design that you can envision.



MEASURABLE

Robust reporting provides visibility, measurability, and accountability leading to real results.



FLEXIBLE

Multiple product type capabilities offer greater selection and shopper convenience.



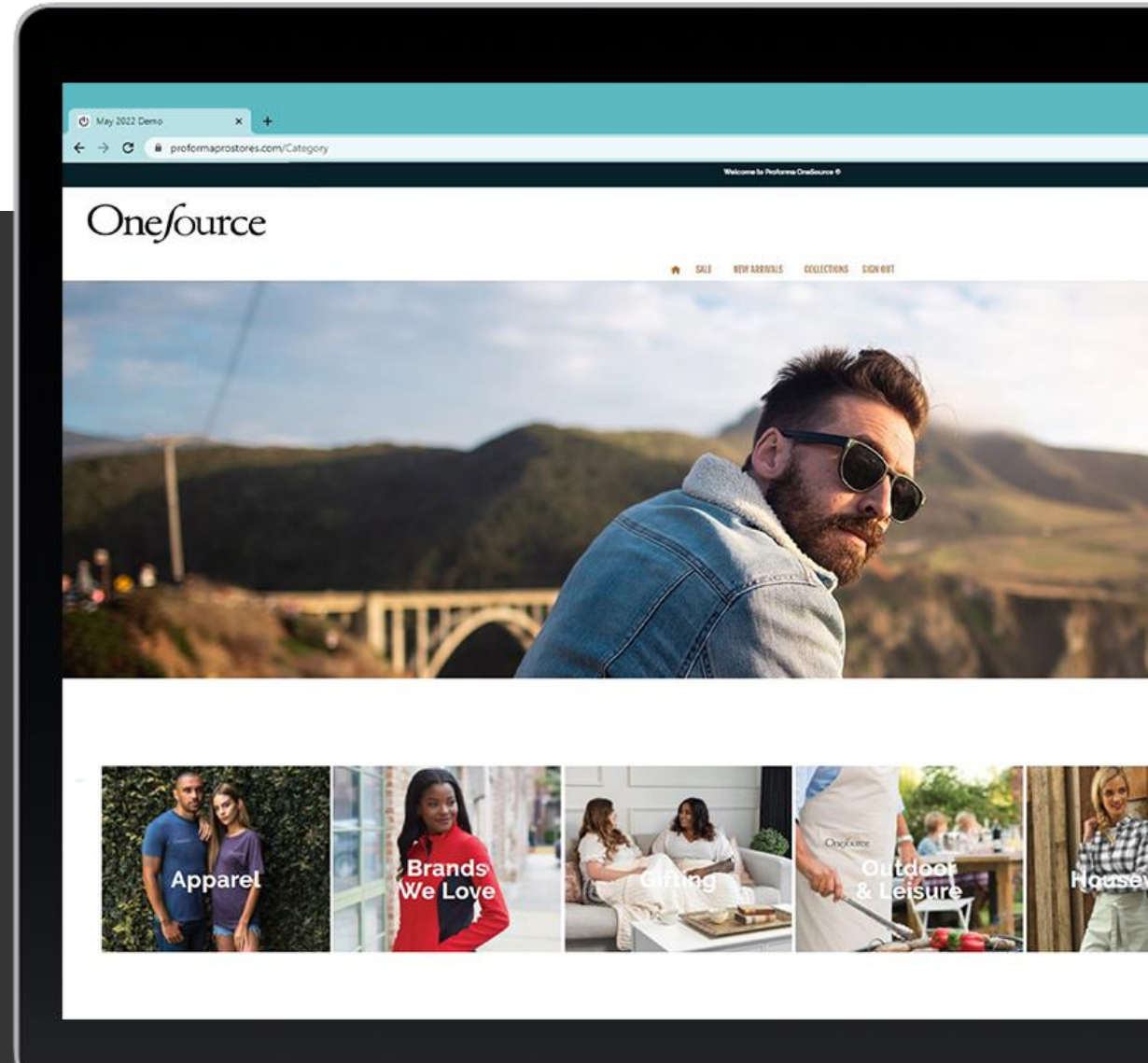
RESPONSIVE

Responsive design allows the shopper to seamlessly order from a mobile or desktop device.



EXPERTISE

Our in-depth experience in design, curation, and best practices delivers the best solution.



CUSTOMER TESTIMONIALS



I've been working with Proforma ScoutPromotions, specifically Candace Lillund and my experience has been nothing short of exceptional. No matter what brand of apparel, type of notebook or special tradeshow item I'm looking for, Candace provides me with the highest quality options to meet our company's brand standards and guidelines. She is knowledgeable about the latest products, and I appreciate her proactive approach and high work ethic. I would highly recommend Proforma ScoutPromotions.

Tracy
Director of HCBI



We recently went through a complete rebrand and Proforma ScoutPromotions won our business to build a newly branded redemption e-commerce site including kitted gifts and employee dropship to meet our announcement date, all within 48 hours. As a result of their outstanding performance, quality customer service and ability to meet our unique store requirements, they have earned our business to run our completely new and rebranded company-wide site.

Scott
VP Marketing

New Ways.....New Ideas

- What's new in promotional products
- Executive gifting
- Apparel and Decorating
- Retail expansion
- What's next?

CONTACT US



414.659.0843



Candace.lillund@Proforma.com



Scoutpromotions.proforma.com



THANK YOU

for your partnership