

THE PROMO 100 ISSUE

PROMO

Amped Up

AMP Wins 2004 Agency of the Year



PROMO

RANKING THE TOP 100

Promotion Agencies 2004

- AGENCY OF THE YEAR
- AGENCY
- TOP 10 AGENCIES
- THE LIST
- AGENCY PROFILES
- AGENCY ROSTER

OVERVIEW



Rank by Growth

| RANK | AGENCY | 2003 U.S. REVENUE | 2001 U.S. REVENUE | 2-YR % GROWTH |
|------|---------------------------------|-------------------|-------------------|---------------|
| 1 | ConceptOne Communications | 2,498,907 | 144,108 | 1,634% |
| 2 | Active Marketing Group | 4,494,000 | 867,000 | 407 |
| 3 | Marketing Lab | 1,224,536 | 311,457 | 290 |
| 4 | Relay Sponsorship & Event Mgmt | *8,470,000 | *2,300,000 | 268 |
| 5 | PromoWorks | 17,524,800 | 4,764,577 | 268 |
| 6 | Worktank Creative Media | 858,818 | 235,761 | 264 |
| 7 | AMP Agency | 49,500,000 | 17,283,000 | 187 |
| 8 | Civic Entertainment Group | 1,410,000 | 538,804 | 162 |
| 9 | LeadDog Marketing Group | 754,805 | 302,199 | 150 |
| 10 | ePrice, LLC | 6,440,474 | 2,625,313 | 145 |
| 11 | Eventive Marketing | 3,725,470 | 1,677,473 | 122 |
| 12 | PowerPact LLC | 7,416,254 | 3,404,781 | 118 |
| 13 | Javelin | 2,257,245 | 1,234,254 | 83 |
| 14 | Velocity Sports & Entertainment | 9,834,467 | 5,411,000 | 82 |
| 15 | Herwood Marketing Group | 5,081,219 | 2,798,713 | 82 |
| 16 | Pro Motion | 3,077,935 | 1,781,581 | 73 |
| 17 | Cramer-Krasselt Co. | 4,910,000 | 2,850,000 | 72 |
| 18 | GMR Marketing | *83,000,000 | *49,107,586 | 69 |
| 19 | Alpha Marketing | 750,247 | 468,686 | 60 |
| 20 | Strotman International | 10,164,200 | 6,503,500 | 55 |
| 21 | Penn Garritano | 2,127,135 | 1,380,043 | 54 |
| 22 | Promote It International | 1,547,985 | 1,024,977 | 51 |
| 23 | Brand Fuel Promotions | 1,643,591 | 1,092,871 | 50 |
| 24 | TSE Sports & Entertainment | 3,304,093 | 2,216,590 | 49 |
| 25 | Promotion Group Central | 3,462,481 | 2,339,901 | 48 |

*Includes a PPL/PPC account

100 list. We had more qualified entries this year than ever before—a sign that business is up and agencies are eager to share their stories. That bodes well for the industry this year and beyond.

"Reasonable Range"

The Marketing Agencies Association Worldwide (MAA) has estimated that the average net revenue per employee within a U.S. promotion agency is \$125,300. Because of variations among promotion disciplines (such as

