

Progressive Marketing

Proposal Response – Alliance for Innovation (AFI)

Promotional Items, Branded Merchandise, Print/Marketing Collateral, and Related Services

SECTION 2: PERFORMANCE CAPABILITIES

- **Customer Journey: Onboarding → Ordering → Delivery**

Progressive Marketing provides a high-touch, relationship-driven support model centered on proactive communication, fast quoting, and start-to-finish project ownership. Each Participating Public Agency (PPA) will have direct access to a dedicated representative who manages every order from product research through delivery, including quote preparation, proofing, production coordination, and shipment tracking.

Our internal workflow includes multiple checks and balances to ensure order accuracy, including quote verification, proof review, and pre-production sampling when requested or appropriate.

- **Ordering channels and portal features**

Progressive Marketing maintains a searchable online catalog with access to more than **500,000 promotional items**, allowing agencies to explore product options, view specifications, and identify items by category, purpose, or budget.

While customers may browse online, contract pricing accuracy is ensured through our representative-led quoting process. Agencies request a quote through the site or directly through the assigned representative, and contract pricing is confirmed before any order moves to production.

Progressive Marketing can also support punchout/eProcurement experiences through a third-party punchout connector pathway, including the capability for sales representatives to create custom quotes that can be loaded into an ordering system.

- **Distribution, Shipping, and Delivery Capabilities**

Progressive Marketing provides flexible and cost-efficient delivery services and ships primarily via **FedEx and UPS** for reliable tracking and predictable delivery performance.

We support direct-to-department delivery, including multi-location distribution, and can accommodate bulk orders requiring individual shipments to multiple addresses.

Because of our annual shipping volume, we receive favorable shipping rates and pass those savings on to clients whenever possible.

- **Ship-to-many and fulfillment capabilities; kitting and warehousing**

Progressive Marketing maintains warehouse space in Lexington, KY to support staging deliveries, phased distribution, consolidated shipments, and storage-based fulfillment.

We can also provide assembled event kits and swag boxes through supplier partners and, when appropriate, through in-house kitting support.

For short-term warehousing required to meet project timelines, Progressive Marketing does not routinely charge additional fees, though long-term storage and ongoing drop-ship programs may include pallet storage and per-location drop-ship fees.

- **Proofing workflow and quality control**

Progressive Marketing uses a structured proofing and approval process designed to prevent brand errors, layout mistakes, and production inconsistencies. Progressive Marketing's ordering process is designed with multiple checks and balances to ensure complete accuracy and customer satisfaction.

Ordering Process:

- ✓ Customer identifies an item via our website, catalog, or recommendation.
- ✓ A dedicated representative prepares a formal quote within 4-48 hours.
- ✓ Upon quote approval, the representative submits the order to the supplier.
- ✓ Supplier produces proofs and pre-production samples as needed for customer's approval.
- ✓ Full production begins only after customer approves all proofs.

We source and fulfill items through our trusted domestic and international suppliers. For projects requiring timed fulfillment, we can utilize our Lexington warehouse for storage. Progressive Marketing ships primarily via FedEx and UPS, allowing the customer to receive real-time tracking numbers, shipping updates, and guaranteed delivery windows.

- **Backorder/substitution policy for time-sensitive events**

If an item becomes back ordered, the purchaser is immediately notified, alternative in-stock options are suggested, and if the back ordered product is still desired our team coordinates directly with suppliers to secure the earliest possible delivery date.

- **Return/cancellation/refund policies for customized goods**

If a customer receives an order that does not meet expectations, Progressive Marketing prioritizes immediate action and transparent resolution. We initiate corrective action with suppliers and expedite replacement production if necessary, resolving billing internally and ensuring the agency is not invoiced until satisfied.

In the case of defective or damaged goods, our products are warranted against defects in packaging, material, and workmanship up to the point of delivery and possession has been taken by the purchaser. Defective items will be repaired, replaced, or refunded at our discretion. If deemed appropriate, Progressive Marketing initiates a full replacement process with no inconvenience to the customer. Damaged or incorrectly branded items are handled in accordance with the purchasing agency's preference (destroyed, recycled, or otherwise disposed of appropriately). Any associated costs are handled between Progressive Marketing and the supplier.

- **Shipping policies and delivery performance commitments**

Progressive Marketing provides reliable, flexible, and cost-efficient delivery services designed to meet the wide range of our customers. We ship thousands of orders annually and maintain strong relationships with national carriers, allowing us to offer dependable delivery at highly competitive rates.

We ship almost exclusively through FedEx and UPS, providing ground, 2-day, and overnight options, direct delivery to the purchasing agency's provided address, and full tracking and delivery confirmation.

Shipping costs are determined by carrier rates, package weight and dimensions, shipping origin and destination, speed of delivery, and whether drop-shipping or consolidated shipping is required. Shipping can be included in unit price or itemized on quotes, depending on purchaser's preference. Due to the large volume we ship every year, we have generous shipping discounts that we are able to pass on to our customers.

Production and shipping times are based on the supplier selected (domestic vs international), the required in-hand date, imprint method and order size, and supplier production schedules. Our representatives work directly with suppliers daily to identify the best production timeline and will proactively communicate lead times and any expected delays.

