

Index Promotions expands marketing services to include parks, resorts

LOS ANGELES, Calif. — **Index Promotions**, a global promotional product and marketing agency, has officially announced the launch of its service offerings into the theme park and resorts industry. The agency, which has headquarters in Los Angeles as well as oversees offices in London and Hong Kong, specializes in the design and manufacturing of high quality premiums, promotional merchandise and

toys that advance brand marketing and sales goals. Now, their services have expanded to include theme park clientele, beginning with contracts with **Merlin Entertainment Attractions** and **Cedar Fair**.

Prior to its expansion into the theme park and resort industry, Index Promotions has serviced some of the largest brands in food, entertainment and commerce. Among its current client roster includes



Burger King, MetLife, Macy's, Aflac and Cereal Partners Worldwide (CPW). The agency's specialty in product design and creation as well as expert knowledge working with entertainment licensed properties, make expanding into the theme park and resort

arena a natural extension for the company.

"For over a decade, our agency has developed strong relationships with entertainment licensed properties, which we have strategically leveraged for our clients in a variety of marketing campaigns," said **Charlie Gaffney**, CEO of Index Promotions. "It is only natural that we broaden our customers to include theme parks, who regularly

include branded characters and popular movie icons on their sales merchandise."

A two-year veteran at Index Promotions, **Todd Israel**, was enlisted to head the agency's expansion into new distribution channels including theme parks and resorts. In addition, Israel is also spearheading the agency's entrance into the sports arena, with clients like the **San Francisco Giants**. The agency's investment is already paying dividends with a 2015 campaign with the San Francisco Giants that was recently named a PRO Award finalist under the "Best Local/Regional Campaign."

• indexpromotions.com



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ThrillCorp Inc. inviting public to become investors

ORLANDO, Fla. — **ThrillCorp, Inc.**, the newly-formed company of successful attraction entrepreneur **Bill Kitchen**, announce on June 29 it is going public and inviting thrill-loving investors to "own the thrill" by investing in its newest creations, Polercoaster vertical thrill parks and SkySpire observation attractions. Kitchen previously invented and developed Skycoaster giant swings and iFly indoor skydiving venues which have hosted millions of riders and generated more than \$2 billion in revenue. Kitchen's new company, ThrillCorp, intends to repeat that success by developing, owning and operating Polercoaster and SkySpire attractions across the United States.

In an innovative twist, the company plans to fund its efforts by raising up to \$50 million via a new SEC rule, called Regulation A+, that allows companies to sell shares directly to investors.

Its crowdfunded offering is intended to provide the capital to develop one or more of its thrilling projects. "We believe there are 30 to 50 viable markets in the U.S. alone," said **Michael Kitchen**, the company's Chief Development Officer.

Individuals interested in investing can find more information at the company's website: www.thrillcorp.com.