



**SUPPLIER**

**Member Application**

# Application Instructions

Please read through the information provided this serves as an information piece about Premier Group Network as well as an application for membership. Please complete the information in full before submitting it for review.

This application can be submitted electronically with any attachments to Premier Group Executive Director Dana Geiger at [dana@premiergroupnetwork.com](mailto:dana@premiergroupnetwork.com) or by mail to Premier Group Network, 249 Central Park Avenue, Suite 300-101 Virginia Beach, VA 23462.

Upon receipt membership applications are reviewed for recommendation by the Premier Group Network Membership Committee before being submitted to the Board of Directors for approval. Members must be approved by the Board of Directors.

**NOTE:** Members of Premier Group Network have equal stake and say in organization policies, governance and structure. We differ from traditional partnering groups where suppliers are essentially preferred vendors and have more competition within a certain product category. As such, we aim to minimize the number of suppliers in a product category and only add new suppliers that bring a distinct value proposition to the group.

It is recommended for supplier applicants to demonstrate how their company fits into the existing Premier Group Network, what differentiates their company from our current supplier members and what strategic advantage they provide distributor members.

[See a list of our current supplier members here.](#)

## About Premier Group Network

Established in 1997, Premier Catalog Group AKA Premier Group Network is 501(c)6 non-profit trade organization and an alliance of top industry suppliers and independent distributors that partner together to build their businesses. Our unique and successful group that is focused on improving business through shared experiences, close relationships and partnership, and great pricing/support programs.

Premier Group Network is the leading supplier-distributor networking group in the promotional products industry and the only one that grants full and equal membership to both suppliers and distributors. Membership is selective and based on a recommendation of the membership committee and approval of the Board of Directors. Read more or hear testimonials from members at [www.premiergroupnetwork.com](http://www.premiergroupnetwork.com)

## Our Mission

To contribute to the success and growth of individual member companies through a unique partnering structure that promotes best industry pricing, encourages information sharing, and fosters strong business relationships.

**Distributors** contribute to this mission by:

- Supporting other Distributor members of the group via the sharing of information, knowledge and buying power.
- Actively seeking opportunities to support our supplier partners whose products appear in the Premier Group catalog.

**Suppliers** contribute to this mission by providing sales support to all participating distributors, including:

- Nationwide competitive pricing support – offering Premier Group Network distributors pricing equal to or better than the best pricing offered to any group or individual company in the promotional products industry
- Active sales representative support
- Priority processing of distributor orders including informed and dedicated customer service
- A sample policy that provides an economical method for distributors to purchase or receive samples as needed to support the supplier

## Supplier Benefits

- Product representation in the PG catalog
- Nationwide distribution of the PG catalog
- Inclusion of your company's products in both the Premier Group printed and online catalogs. Items are arranged by product category throughout the catalog
- Preferred vendor status for your entire product line by PG distributors
- Ability to post product special offers on the PG member web site and social media pages
- Annual Meeting and events featuring face-to-face meetings between suppliers and distributor member principals and their top sales consultants.
- Premier Group University (PGU) and Premier Group Webinar (PGW) events that bring together regional Distributor members, including sales representatives, for Supplier education presentations
- Networking with PG Distributors at various events, including the Annual Meeting, Eye2Eye event, PG breakfast meeting during PPAI Expo, PG University and other events
- Programs such as Mastermind meetings and Exchanges that are aimed directly at building relationships, sharing ideas, and encouraging collaborative efforts. Mastermind groups meet monthly via teleconference to discuss relevant business topics

## Supplier Requirements

- Provide prepress materials as recommended for featured pages in the PG catalog. Submit catalog data electronically according to design requirements and in a timely manner
- Hold pricing on items featured in the catalog through December 31 of that year (we understand this may be an issue for your business)
- Offer PG distributors the lowest pricing offered to any group or individual company in the promotional products industry, plus other benefits
- Report purchases with participating distributors on a quarterly basis
- Complete annual Distributor Performance Survey
- Attend the Annual Meeting without missing two consecutive meetings. We require a \$500 meeting commitment payment if you are unable to attend the meeting.
- Pay annual membership dues for administration, marketing and Group development
- Participate in the mandatory PG Frequent Buyer Program (rebate program)
- Supply company catalogs as required for use in the distributor Desk Reference Sets
- Provide all required Premier Group materials and information in a timely manner

## PG Supplier Annual Costs

- New members pay a one-time \$5,000 initiation fee to join, which may be split into two payments with a signed agreement
- After year one, membership Dues: \$2,500 annually - billed in January
- Frequent Buyer Program Rewards: Suppliers are required to participate in the Group FBP rewards

Qualifying distributors earn 3% rebate on qualifying sales.

If a distributor's qualifying purchases from increase by 5% from a supplier over the previous year with, the rebate for that distributor increases to 4%. If a distributor's qualifying purchases increase by 10% from a supplier over the previous year, the rebate for that distributor increases to 5%.

\*Modifications to this growth incentive were made for the 2021 program due to the pandemic. Any changes to the program will be reflected in each member's final annual contract distributed each December.

- Catalog items: for the 2020 catalog, there was a 10 item minimum and the first 10 items are \$125 each; subsequent items are \$110 each. These will be billed in December.
- Travel costs for Annual Meeting – estimated costs \$1500 for accommodations (which includes meals) plus transportation costs. The member handles these charges.
- Annual Meeting Subsidy - determined annually based on the expenses to produce the annual meeting. This is a variable fee based on supplier company sales. For 2020 the fee ranged from \$350 to \$2,100, depending on sales volume within PG.



# Application

Attachments may be submitted with application. Please note "see attached" if you will be applying additional materials in response to the question provided.

**NOTE:** Premier Group Network differs from traditional partnering groups where suppliers are preferred vendors and have more competition within a certain product category. As such, we aim to minimize the number of suppliers in a product category and only add new suppliers that bring a distinct value proposition to the group.

It is imperative supplier applicants demonstrate what differentiates their company from PG's current supplier members and how their company can offer a strategic advantage not currently available

to distributor members.

Company Name: \_\_\_\_\_

ASI # \_\_\_\_\_ PPAI # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

PG Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Dedicated Inside Sales/Customer Service Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Operation | Financial Information

What line names/trade names do you operate under: \_\_\_\_\_

\_\_\_\_\_

Where is your home office? \_\_\_\_\_

Where do your orders ship from? *(If multiple locations, please list all shipping locations)*

\_\_\_\_\_

\_\_\_\_\_



How many years have you been in business? \_\_\_\_\_

What were your annual promotional products sales volumes in:

2020 \_\_\_\_\_ 2019 \_\_\_\_\_ 2018 \_\_\_\_\_ 2017 \_\_\_\_\_

What were your annual sales volumes with Premier Group distributor members in:

2020 \_\_\_\_\_ 2019 \_\_\_\_\_ 2018 \_\_\_\_\_ 2017 \_\_\_\_\_

### Product Information

What are the three top-selling products in your line?

|    | Top-Selling Products | % of Total Annual Sales |
|----|----------------------|-------------------------|
| #1 | _____                | _____                   |
| #2 | _____                | _____                   |
| #3 | _____                | _____                   |

What products do you offer that are unique/exclusive to you? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Marketing

Number of sales reps employed by your company

Factory \_\_\_\_\_ Multi-line \_\_\_\_\_



Would you expect to make direct sales visits to members? Yes \_\_\_\_\_. No \_\_\_\_\_

If yes, how many? \_\_\_\_\_ (anticipated number per year)

Do you currently use these tools/techniques to market to distributor sales people?

|                        |           |          |
|------------------------|-----------|----------|
| Informational webinars | Yes _____ | No _____ |
| Fax/email specials     | Yes _____ | No _____ |
| Product Videos         | Yes _____ | No _____ |
| Sample Mailings        | Yes _____ | No _____ |

Other \_\_\_\_\_

Do you have any other marketing methods that you would employ with PG distributors:

---



---



---



---

### Member Benefits

To be a member of Premier Group, you must agree to provide PG distributor members with pricing equal to or better than the best pricing you offer any other industry company or group. What pricing will you offer to Premier Group distributor members (i.e. EQP, EQP less 2%, etc.; specific items may be excluded - finalized list to be provided later)?

---



---



---



---



# SUPPLIER Membership Application

Supplier members are permitted to exclude specific items or payment terms from the FrequentBuyer Program. Please list what your company would be likely to exclude from the rebate program (i.e. closeouts, invoices must be paid within approved terms, etc. - list to be finalized later)

---

---

---

---

When considering potential new supplier members, the committee and board seek suppliers that "bring something different" to the equation. What are your company's strategic advantages? What is your differentiator from other suppliers and your competition?

---

---

---

---

## Yes...I Would Like To Apply For Membership In The Premier Group

I understand the financial and other membership requirements listed in this packet and agree to these commitments if an invitation to join Premier Group is extended and accepted.

Preferred start date: \_\_\_\_\_ Immediately \_\_\_\_\_ 4<sup>th</sup> quarter to begin membership in new year

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_