



VENDOR PARTNER PROGRAMS | 2020

January, 2020

Independent College Bookstore Association (ICBA) invites you to submit a proposal for products or services for the **2020 ICBA Annual Vendor Partner Programs**. Our goal is to partner with you to create an ICBA offering that is unsurpassed in the value and benefit that it brings to both our Member Stores and to you, our Vendor Partners.

ICBA connects you to 235+ independent college stores who represent over \$1.8 billion in total retail sales. Your participation in ICBA programs helps support success, education, and networking for our Member Stores.

As an ICBA Annual Vendor Partner (AVP), you receive the following benefits:

- **Promotion of your program to all ICBA Members**
 - Announcement of your ICBA Partner status (email and online) to the appropriate Buyers at all ICBA locations
 - Links in ICBA communications directing Members to the ICBA Vendor directory featuring all ICBA Partners
 - Your company profile on the ICBA secure web site: your profile includes detailed information about your company, an overview of your offering, your ICBA program terms, ICBA pricing, products in your offering, website links, and your sales contacts. Your complete profile and program information is accessible by ICBA Members ONLY and can be updated directly by you as needed.
- **Access to detailed Member contact lists** - school, store, name, title, email, phone, and address - which are regularly updated and available to you online via secure login. You will receive monthly updates from ICBA announcing new Members. See the list of ICBA Members at access.ICBAinc.com.
- **Official "ICBA Vendor Partner" signage and logos** which can be displayed in your booth at college store trade shows and on your website
- **Consultations** on strategies and tactics plus general advice on the college market available from ICBA staff members

Submit your information via email: PaulaHaerr@ICBAinc.com or AnnaJohnson@ICBAinc.com

To help you submit a complete proposal, a checklist follows on the next page. When using the ICBA Vendor Partner forms, simply enter information directly on the forms, save or scan the files, and e-mail with your complete proposal.

Proposal deadline: January 4, 2020

The ICBA AVP program year is February 2020 - January 2021. Proposals must be received by January 4, 2020. However, ICBA may consider proposals year-round at pro-rated rates.

For more information about ICBA, please contact us or visit ICBAinc.com. Thank you for your interest in working with ICBA Members. We look forward to developing a partnership with you for the coming year.

Sincerely,



Paula Haerr
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Your Commitment to ICBA Members

Our most successful programs offer preferred pricing and terms to ICBA Member Stores consistent with the aggregated buying power of the Membership. The ICBA team evaluates proposals on a variety of factors, including the vendor's commitment to independent stores, the value proposition of the program and the vendor's ability to serve independent college stores. The ICBA team evaluates proposals on a variety of factors, include but not limited to:

- Price Value
- Product Quality
- Brand Recognition
- Appropriateness for the College Store Market
- Depth of Offered Assortment
- Fill Rates
- Payment and Freight Terms
- Minimum Order Quantities
- Ability to individually bill-to and ship-to Member stores
- Marketing Assistance, Point-of-Purchase Displays, etc.
- Experience in the College Store Market
- Country of Origin
- Code of Conduct / Factory Disclosure
- Custom Decorating Options (where applicable)
- Collegiate Licenses Held (where applicable)
- Local Sales Representation
- Availability to ICBA Canadian Stores

Your complete proposal must include the following ICBA forms (available at ICBAinc.com):

- AVP Fee Agreement
- AVP Terms & Conditions Profile

In addition to the ICBA forms, the following documents describing your offer that you create should be included with your proposal, where applicable (*see additional details in the Terms & Conditions Profile form*):

- Price List of Products or Services showing ICBA preferred prices and standard college store prices
- Product Catalog
- "About Your Company and Offer" introduction— a summary of your proposal and your company's value proposition
- Code of Conduct, Workers' Rights or Environmental Policies documentation
- Sales Representation Contact List
- Company logo, product photos, sell sheets, etc.
- Marketing aids: fixtures, displays, point-of-purchase marketing, etc.
- Retailer and consumer promotions

Optional opportunities (*available to **PLUS** level partners – see AVP Fee Agreement*)

- Show Special
- Trend Chat recommendations

Negotiation and Approval

Please provide clear and complete information when you submit your proposal. Once we review your proposal, we will contact you to further develop and communicate your program.

New to the Marketplace?

Before submitting a proposal, we encourage vendors new to the college market or new to ICBA to contact us for a review of your goals in the channel.

Questions? Please don't hesitate to contact us!

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