**2020 AVP FEE AGREEMENT**

YES! My company would like to partner with the Independent College Bookstore Association. I have submitted an Annual Vendor Partner (AVP) program proposal for consideration and agree to submit payment as detailed below once approved.

Date

|  |
| --- |
|  |

Company Information

COMPANY

|  |
| --- |
|  |

CORPORATE BILLING ADDRESS

|  |
| --- |
|  |

City ST ZIP Country

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |

Primary Contact Information

Name

|  |
| --- |
|  |

Title

|  |
| --- |
|  |

phone Cell (Optional)

|  |  |
| --- | --- |
|  |  |

Email

|  |
| --- |
|  |

**Please complete and submit this form to:**

[**PaulaHaerr@ICBAinc.com**](mailto:PaulaHaerr@ICBAinc.com)

**OR**

**AnnaJohnson@ICBAinc.com**

**Proposals must be received by January 4, 2020**

However, ICBA may consider proposals year-round at pro-rated rates.

*A copy of this form* ***must*** *be included with your proposal.*

For payment and invoicing, contact:

EMAIL: [Office@ICBAinc.com](mailto:Office@ICBAinc.com)

800-888-9222

Independent College Bookstore Association

134 N. LaSalle Street, Suite 225, Chicago, IL 60602

Amount Due (Select 1)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Description** | **Program Period** | **Cost** |
|  | 2020 AVP Participation Fee ***Preferred\**** Partners | 2/1/2020 – 1/31/2021  Pro-rated $50/mo or $595/yr | $ 595\*\* |
|  | 2020 AVP Participation Fee ***Premier\**** Partners | 2/1/2020 – 1/31/2021  Pro-rated $125/mo or $1,495/yr | $1,495\*\* |

**\*Benefits defined on page 3.**

**\*\*Additional program support fees apply. See page 2.**

**Payment Method**

An invoice for your AVP Participation Fee will be processed once your program is accepted and approved by ICBA.

*New vendors: payment must be received prior to program announcement. Returning vendors: Net 30 terms.*

|  |  |  |  |
| --- | --- | --- | --- |
| Credit card. *Please call 800-888-9222 to process your payment.* | | | |
| Check payable to ICBA Inc., enclosed or mailed | Check # |  | Date Mailed: | |  |
| Please invoice me. | | | |

**Questions? Contact:**

Paula Haerr Anna R. Johnson

ICBA VP Programs & Services ICBA Vendor Programs Manager

P: 513-834-5543 P: 312-767-5506

[PaulaHaerr@ICBAinc.com](mailto:PaulaHaerr@ICBAinc.com) AnnaJohnson@ICBAinc.com

**AVP PROGRAM SUPPORT & EXPECTATIONS**

**Additional Rebate Requirements**

In addition to the AVP Participation Fee, vendors are expected to support ICBA with negotiated annual rebates on Member purchases. These rebates help support valuable education, networking and research for our Member Stores throughout the year. By accepting Membership in ICBA, each of our Member Stores has designated ICBA as their chosen recipient of all negotiated rebates. If an ICBA Member is affiliated with another buying group or association, the annual rebate payment on ICBA Member purchases is due in its entirety to ICBA.

Your company’s sales report of member purchases is due to ICBA no later than February 28 of the following year and is based on a calendar year’s net purchases by ICBA Member Stores. The AVP program year is February-January; however, rebates are paid on a calendar year cycle.

I acknowledge and accept the terms that rebates shall be paid in their entirety to ICBA no later than March 31, 2021

**YES**, I agree to offer a      % rebate, payable to ICBA, on ICBA Member net purchases (typically 1%)

|  |  |  |
| --- | --- | --- |
| Rebate effective on ICBA Member net purchases made during the calendar year: | 1/1/20-12/31/20 | |
| Other dates, please specify: |  |

**YES**, I agree to support ICBA with the following rebate or payment(s):

|  |
| --- |
|  |

**Report Purchases for each ICBA Member Store**

To evaluate the success of your program and to calculate applicable annual rebates, all AVP companies must provide annual reporting to ICBA on Member purchases

* All AVP companies are **required** to report net purchases by individual Member location
* ICBA provides a reporting template identifying the ICBA Member and institution served
* The report is based on calendar year net purchases, January 1 through December 31
* The report is due to ICBA by February 28, 2021 with applicable rebate payment due by March 31, 2021.

|  |  |  |  |
| --- | --- | --- | --- |
| **Approval and Agreement to AVP Fee & Support Requirements** | | | |
| **Signature** |  | **Date** |  | |
| **Name (print)** |  | **Title** |  | |
| **Signer’s Phone** |  | **Email** |  | |
| **Approved and Accepted by ICBA** | | | | |
| **Signature** |  | **Date** |  | |
| **Name (print)** |  | **Title** |  | |

**AVP BENEFITS**

ICBA offers different levels of partnership based on your goals in support of ICBA Members. The following chart outlines benefits for participating companies based on levels of engagement and support. **PLUS** designation is extended to AVP companies that participate in the ICBA Retail Conference & PRIME*time* event.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ICBA Secure Website Listing** | **Preferred** | **Preferred PLUS** | **Premier** | **Premier PLUS** |
| Company Contact Info |  |  |  |  |
| Link to Company Website |  |  |  |  |
| ICBA Program Offering Summary |  |  |  |  |
| ICBA Program Terms & Conditions |  |  |  |  |
| ICBA Program Price List |  |  |  |  |
| PDF or Link to Company Catalog |  |  |  |  |
| Sales Representative Contact List |  |  |  |  |
| **Access to ICBA Member Contacts** |  |  |  |  |
| Regular updates on new ICBA Member sign-ups |  |  |  |  |
| Secure access to up-to-date Buyer contact info |  |  |  |  |
| **Marketing** |  |  |  |  |
| Introductory announcement (new vendors) |  |  |  |  |
| Link to all ICBA Vendor Partner offerings in ICBA communications |  |  |  |  |
| ICBA Vendor Partner signs for college store industry events |  |  |  |  |
| Banner ad on ICBA website - rotating ad during (1) month-long period\* |  |  | (1) | (2) |
| Broadcast email/Vendor Spotlight\* for company news, product introductions or promotional opportunity during the program year |  |  | (1) | (3) |
| Commercial webinar participation\* - (1) 10 minute spotlight during 45 minute webinar with shared but non-competing ICBA Vendor Partners |  |  |  |  |
| Custom topic or question for our Member advisory groups |  |  |  |  |
| Recognition at (1) refreshment break at the ICBA Conference & PRIME*time* event (shared recognition) |  |  |  |  |
| Recognition in scrolling slide shows between breaks during ICBA Conference general sessions |  |  |  |  |
| Show Special listing for PRIME*time* with extended terms through CAMEX |  |  |  |  |
| Trend Chat *(see below)* product designations at ICBA PRIME*time* and at CAMEX |  |  |  |  |

*\*Availability subject to demand; content subject to ICBA approval.*

**About the Annual ICBA Retail Conference & PRIME*time* Event**

The ICBA Retail Conference & PRIME*time* event is an essential element in developing your relationship with ICBA Member Buyers. Face-to-face meetings are prescheduled with all Buyers registered in your product category. Your PRIME*time* registration fees directly support education and networking opportunities for our Buyers, many of whom receive scholarships to offset the cost of attending the event.

**The ICBA 2020 Retail Conference & PRIME*time* event will be held February 4-7, 2020 in Tucson, AZ (2021 dates and location TBD). Registration, event details, and sponsor opportunities available at** [**ICBAinc.com**](http://www.ICBAinc.com)**.**

**ICBA Trend Chat**

Products in your program may be eligible for special Trend Chat recognition at the ICBA Retail Conference & PRIME*time* event and at CAMEX. Our team will work with you on the selection of these items to showcase best sellers, new items, hot trends, and great values. You will receive stickers or hang tags to display on approved products to start conversations about these products. Selection of Trend Chat products is at the discretion of the ICBA team.