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

**PaulaHaerr@ICBAinc.com** **OR AnnaJohnson@ICBAinc.com**

Independent College Bookstore Association

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

**ANNUAL VENDOR PARTNER (AVP) PROGRAM DETAILS**

|  |  |
| --- | --- |
| **Company Name** |  |
| **Order Address/City/ST** |  |
| **Order Phone** |  | **Fax** |  |
| **Order Email** |  |
| **Website** |  |
| **Facebook** |  |
| **Other Social Media** |  |

In order to assess the value of your ICBA program offering, please provide the following information. If a detail is not applicable, enter “N/A” in the field. If ICBA terms are the same as Standard terms, enter details in both columns.

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| **VALUE PROPOSITION** for ICBA Member stores. Please specify *exclusive* ICBA benefits only. |
| [ ]  Discount on entire line | Specify |  |
| [ ]  Discount on some items | Specify |  |
| [ ]  Better Terms | Specify |  |
| [ ]  Reduced Minimums | Specify |  |
| [ ]  Other incentives | Specify |  |

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| --- | --- | --- | --- |
| **Program Terms & Policies** | **ICBA** |  | **Standard** |
| Payment Terms |   |  |   |
| Minimum Order ($ or units) |   |  |   |
| Freight Terms (contiguous US) |   |  |   |
| Freight Terms (Alaska & Hawaii) |   |  |   |
| Shipping Location(s) Warehouse(s) |   |  |   |
| Lead Time Stock Product |   |  |   |
| Lead Time Custom Product – new art |   |  |   |
| Lead Time Custom Product – reorders |   |  |   |
| **Other Terms** | **ICBA** |  | **Standard** |
| Defective Products Policy |   |  |   |
| Tech Product Price Protection Terms |   |  |   |
| Stock Rotation or Stock Balancing |  |  |   |

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| **Complete if your offering is available to our Canadian Members:** |
|  | **ICBA (Canadian Stores)** |  | **Standard (Canadian Stores)** |
| Canada Minimum Order |   |  |   |
| Canada Freight Terms |   |  |   |
| Canada Textile Labeling Act compliant? |   |  |   |
| Bi-lingual packaging? |   |  |   |
| Other Terms specific to Canadian Members |   |  |   |
|  |  |  |  |
| **Additional Terms & Policies** | **ICBA** |  | **Standard** |
| **Complete if your offering includes Custom Imprinted Products:** |
| Are you licensed with CLC/IMG or Learfield? |   |  |   |
| Custom Barcoding Available |   |  |   |
| Barcode Additional Charge: |  |  |   |
| Other Info on Barcodes: |  |  |   |
| Pre-pricing Available? |  |  |   |
| Pre-pricing Additional Charge: |  |  |  |
| Are Royalties included in quoted prices? |  |  |   |
| How are Royalties charged? |  |  |  |
| Other info on licensing and royalties: |  |  |  |
| Custom Decorating Charges (Please specify art, setup, tape charges, etc.) |  |  |  |
| **Code of Conduct, Worker Rights and Environmental Issues** |
| Are you a member of or have you signed with the following organizations?  | [ ]  FLA [ ]  WRC [ ]  Bangladesh Accord  |
| Please provide any other related regulatory groups you are associated with: |  |

**AVP PRICE PROPOSAL**

Our promise to ICBA Member Stores is that ICBA Programs will be unsurpassed in the college industry.

1. Are the prices and terms (including all discounts, incentives, promotions, concessions, etc.) quoted as part of your proposal, **better than, equal to, or less than** what is available in the college market to:

Any individual store? [ ]  **BETTER**  [ ]  **EQUAL** [ ]  **LESS**

Any organized group of stores? [ ]  **BETTER**  [ ]  **EQUAL** [ ]  **LESS**

Any lease operator? [ ]  **BETTER**  [ ]  **EQUAL** [ ]  **LESS**

1. Are the prices fixed for the contract year February 1, 2020 – January 31, 2021? [ ]  **YES** [ ]  **NO**
2. (ATTACH) Price Proposal spreadsheet with your specific product information and pricing for ICBA Members. Include date range that the pricing is available plus relevant columns with applicable details, such as:

Style #

UPC Code

Description

Colors

Size(s)

Size Upcharge

Regular Price

ICBA Price

Tiered Volume Prices

Minimum Order per Item

Unit of Measure

Case Pack

Qty. in Display

Decorated Price

Decorated Minimums

1. (ATTACH) If you are offering a service based program, please provide detailed information.

About your Company and About your Offer (ATTACH)

Please help us position your program by providing us with an introduction document (250-350 words or less) to describe your company, the VALUE PROPOSITION of your program for ICBA Members, new items/concepts, and, if applicable, changes from your prior year program.

Show Specials: an AVP PLUS Level Benefit (ATTACH)

For AVP companies that exhibit at the ICBA Retail Conference & PRIME*time* event, ICBA will promote your back-to-school Show Specials to ICBA Members. Please include a separate spreadsheet, sale sheet, or document with details of your back-to-school show offering including Show Special start and end dates. ICBA ***highly*** recommends a 30-day window for AVP Show Special order dates: 2/1/20 through 2/29/20.

ICBA Advance Commitment Programs

If your company can provide high-volume, everyday products suitable for advance commitment or pre-booking at greatly reduced pricing, contact our ICBA team for additional information.

AVP SUPPORT MATERIAL

Our most successful partnerships include a shared commitment for *sell-through* with opportunities to enhance the relationship between store and vendor with marketing and merchandising ideas. We welcome additional concepts—end-user promotions, fixtures, planograms, social media support, marketing templates, etc.—that would help promote your products to their customers.

**Sales Representation**  (ATTACH)

Please provide contact information for territories, representatives and customer service people. We expect AVP companies to be proactive in their outreach and service to ICBA Members.

Logo, Product Photos, Sell Sheets, Catalogs (ATTACH)

As part of your proposal, please forward a .JPG of your company logo for our use in promoting your offer. Product photos (.JPG) or sell sheets (.JPG or PDF) should also be submitted with your proposal. If possible, provide us with access to your secure retailer website or link to your online catalog:

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Fixtures, Displays, Point-of-purchase Marketing and other Sales Aids (ATTACH)

As part of your proposal, please forward information on sales aids available to ICBA Members.

Does your company offer web-ready images to retailers? [ ]  YES [ ]  NO

Co-op Advertising Policy and Markdown Dollars

Please specify or send details regarding your co-op advertising policy or availability of markdown dollars:

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Retailer and Consumer Promotions (ATTACH)

If you offer retailer or consumer promotional incentives and opportunities, please send additional documentation. These incentives for retail stores include margin-builders, stocking incentives, retail display allowances, etc. Consumer incentives include coupons, gift-with-purchase, BOGO or other incentives.

**Samples**

In addition to your complete proposal details, samples may be requested for review. ***Do not send samples unless instructed to do so***. Samples will not be returned unless otherwise specified.

Trend Chat Recognition

For AVP companies that exhibit at the ICBA Retail Conference & PRIME*time* event, products in your program may be eligible for special “Trend Chat” recognition at the ICBA 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. Item suggestions will be solicited during the final review of your program.

Questions?

Contact:

Paula Haerr Anna R. Johnson

ICBA Vice President Programs & Services ICBA Vendor Programs Manager

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