Independent College Bookstore Association (ICBA) invites you to submit a proposal for products or services for our **Annual Vendor Partner Program**. As part of the proposal process, the ICBA Vendor team completes a full evaluation to determine if a vendor will enhance the ICBA Program offerings to our Member Stores before being fully endorsed by ICBA.Our goal is to partner with you to create an ICBA offering that is unsurpassed in value and the mutual benefit it brings to both our Member Stores and to you, our Vendor Partners.

ICBA connects AVPs to our 225+ independent college Member Stores who represent over $1.6 billion in total retail sales. Your participation in ICBA programs help support our core pillars of Vendor Program success, education, and networking for our Member Stores.

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

* Promotion of your program to all ICBA Members
	+ Announcement of your ICBA Partner status on social media, on the ICBA website, and by email to the appropriate Buyers at all ICBA locations.
	+ Upon request and based on availability, updates in ICBA monthly newsletters directing Members to the ICBA Vendor directory which features all ICBA Annual Vendor Partners.
	+ Your Vendor profile on the ICBA secure Members-only site including:
		- Detailed information about your company
		- An overview of your offering & products in your offering
		- Your ICBA program terms & ICBA pricing
		- Website & social media links
		- Your sales representative contact information
		- Vendor program updates featured on the Member Dashboard
		- Your complete profile and program information is accessible by ICBA Members ONLY & can be updated directly by you as needed
* Access to detailed Member Stores category Buyer contact lists:
	+ School, store, name, title, email, phone, & 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 [ICBAinc.com](https://icbainc.com/about-icba/icba-member-stores/).
* Official “ICBA Annual Vendor Partner” signage and logos which can be displayed in your booth at college store trade shows and on your website.
* Consult with Vendor Partnerson strategies & tactics and advice & expertise on the college market to help develop a winning program.

The ICBA AVP program year is February 1, 2023 – January 31, 2024; however, ICBA will consider proposals year-round at pro-rated rates. Specific requirements as part of your proposal are listed in the following document. For more information about ICBA or if you have questions regarding the AVP Program proposal process, please contact us or visit [ICBAinc.com](http://www.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,

Denise R. Walsh

Vice President of Programs & Services

Anna R. Johnson

Vendor Programs Manager

A Commitment to ICBA Member Stores

Our most successful Vendor Programs offer exclusive preferred pricing and/or special terms to ICBA Member Stores consistent with the aggregated buying power of the Membership. The ICBA Vendor team evaluates proposals on a variety of factors, including the Vendor’s commitment to independent campus 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, including but not limited to:

* Price Value
* Product Quality
* Brand Recognition
* Appropriateness for the College Store Market
* Depth of Offered Assortment
* Fill Rates & Lead Time
* Payment & Freight Terms
* Minimum Order Quantities
* Ability to Individually Bill-To/Ship-To Stores
* Marketing Assistance, Displays, Web Ready Images
* 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

To help you submit a complete proposal, the following documents are required. When using the ICBA AVP proposal forms, simply enter information directly on the forms, save or scan the files, and e-mail with your complete proposal. Your complete proposal must include the following ICBA forms:

* AVP Annual Fee Agreement
* AVP Terms & Conditions Profile
* AVP Code of Conduct

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

* Price list of products/services showing ICBA preferred pricing and standard college store pricing
* Product catalogs
* “About Your Company & Program” introduction: a summary of your proposal & your company’s value proposition
* Sales representation contact lists
* Your company logo, product photos, sell sheets, etc.
* Marketing aids: fixtures, displays, point-of-purchase marketing, etc.
* Retailer & consumer promotions

Please provide clear and complete information when you submit your proposal. Once ICBA has reviewed your proposal, we will contact you to determine next steps and further develop a potential partnership and offering to ICBA Member Stores.

**Questions? Contact:**



Denise R. Walsh Anna R. Johnson

Vice President of Programs & Services Vendor Programs Manager

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