



## **Proforma Preferred Limited Partner Program – Welcome Letter**

Hello Prospective Proforma PLP,

We would like to share a unique opportunity for you to grow your sales with a dominant force in the graphic communications industry, Proforma. We have more than 750 Owners throughout North America generating nearly \$350 million in sales. We'd like to invite you to increase your sales by participating in Proforma's Preferred Limited Partner (PLP) program today!

Our network is strong, and together we can make it stronger. The average sales volume per Proforma Owner is \$430,000 and includes a comprehensive mix of products from the promotional products, business documents, commercial print and multimedia industries. We offer our Owner network comprehensive support including the industry's best pricing, award-winning sales and marketing tools, business development systems and world-class operational resources. Because of this support, we have the most million dollar producers in the industry with 120 members in our Million Dollar Club and 30 Multi-Million Dollar Club members.

The Preferred Limited Partner (PLP) Program is the cornerstone behind every Proforma key initiative and provides Proforma Owners and sales associates access to products and services that drive business. Proforma's PLP Program emphasizes the following benefits to our Owners:

- Innovative Products
- Preferred Pricing
- Superior Service
- Exclusive Opportunities
- Turnkey Solutions
- Ease of Doing Business

We would like to add your company to our prestigious roster of the best vendor partners in the industry. We want you to take advantage of more than 750 Proforma Owners utilizing one purchase order system and one accounts payable department. Please visit [www.proforma.com](http://www.proforma.com) / **Company / Preferred Vendor Opportunities** for details and to fill out our required online application. Upon completion of the application, you will receive immediate confirmation that it has been received along with information on moving to the next step of the review process.

We look forward to growing your sales with you!

Sincerely,

*Proforma's Vendor Development Team*

### **Proforma Worldwide Support Center**

8800 East Pleasant Valley Road • Independence, Ohio 44131  
216.520.8400 • 800.825.1525 • [www.proforma.com](http://www.proforma.com)



*Proforma is the #1 distributor in the promotional products, business documents, commercial print and multimedia industries with nearly \$350 million in sales. We have more than 750 Proforma Owners throughout North America and offer the best pricing and service in the industry. Proforma's Preferred Limited Partner (PLP) Program invites the most qualified vendors in the industry to grow their sales with the Proforma network!*

## **PLP Local / Regional**

### **Vendor Benefits:**

- Company profile included in the electronic sourcing guide on Proforma's Intranet site
- Inclusion in Proforma's printed sourcing guide distributed to every Proforma Owner
- Invitation to Regional Meetings with valuable face-to-face access to Proforma Owners
- Usage of Proforma and PLP logos in sales and marketing tools
- Access to Proforma Network Member monthly contact list
- Promotion of your company to the Proforma network
- Preferred placement and special notation in ASI's ESP Online & Web tools
- Introduction to Proforma's Owner Advisory Council (OAC) Regional Representative
- Invitation to Proforma's annual Convention and Family Reunion with access to hundreds Owners

### **Vendor Commitments:**

- Advantageous product and/or service offering including documentation of profit margin, quality of product and/or services and demonstration of value to end users
- Best product and/or service pricing in comparable selling situations
- Proforma-specific contacts
- Participation in a minimum of one of Proforma's Q1 Regional Meeting tradeshow
- Expedited process and inside contact for processing credit applications and terms; acceptance of Proforma credit application
- PLP Marketing Fee: Minimum of 2% of total Proforma network sales, starting at dollar one from date of agreement, including all sales with the exception of freight – no other exceptions. The marketing fee must meet or exceed any marketing fee you are currently offering.
- Acceptance of the Proforma standardized credit application
- Commitment to be a PLP Local / Regional vendor for a minimum of one year



## **PLP National**

### **Vendor Benefits:**

All of the benefits of the PLP Local/Regional level (see above) plus...

- Access to Proforma's Vendor Development team for annual strategy meeting
- Possible inclusion in Proforma's proprietary catalogs, marketing campaigns and materials
- Consideration for Connections newsletter's PLP Spotlight (themed article promoting 3-4 PLPs' products / services monthly)
- Possible inclusion in New Owner Orientation, training exercises, webinars and conference calls
- Invitation to teach an educational session or host a roundtable at our national Convention depending on registration level
- Preferential promotion of your company to the Proforma network by the Vendor Development team
- Marketing opportunities via Proforma's Intranet site, including niche markets, hot/new products, exclusive opportunities & more
- Access to Proforma's weekly eNewsletter to announce exclusive opportunities, new products, services or programs and relevant news
- Opportunity to present educational webinars to Proforma members via our technology

### **Vendor Commitments:**

- Advantageous product and/or service offering including documentation of profit margin, quality of product and/or services and demonstration of value to end users
- Best product and/or service pricing in comparable selling situations
- Agreement to offer quarterly "ProExclusive" specials that guarantee Proforma the lowest price in the industry and/or other exclusive benefits
- Proforma-specific outside and inside sales and customer service contacts
- Participation in a minimum of three Q1 Regional Meeting tradeshows held in seven rotating locations in North America. Attendance of 70 – 100+ Proforma participants at each event
- Participation in Q3 Convention held in a different location each summer. Based on the last five years' experience, Proforma attendees have averaged 450 or more.
- Expedited process and inside contact for processing credit applications and terms; acceptance of Proforma credit application
- PLP Marketing Fee: Minimum of 2% of total Proforma network sales, starting at dollar one from date of agreement, including all sales with the exception of freight – no other exceptions. The marketing fee must meet or exceed any marketing fee program you are currently offering.
- Acceptance of the Proforma standardized credit application
- Commitment to be a PLP National vendor for a minimum of two years



**Proforma Preferred Limited Partner Program – Benefits Matrix**  
PLP Local/Regional vs. PLP National

<b>Category</b>	<b>PLP Local/Regional</b>	<b>PLP National</b>
<b>Vendor Benefits</b>		
<b>Company profile included in physical and electronic sourcing guides (distributed to every member)</b>	Yes	Yes
<b>Invite to Regional Meeting(s) and access to Proforma Owners</b>	Yes	Yes
<b>Usage of Proforma and PLP logos in sales and marketing tools</b>	Yes	Yes
<b>Access to Proforma Network Member monthly contact list</b>	Yes	Yes
<b>Introduction to Proforma Owner Advisory Council (OAC) Regional Representative</b>	Yes	Yes
<b>Access to Proforma’s Vendor Development team for an annual strategy meeting</b>	No	Yes
<b>Access to hundreds of Proforma Owners and top level Support Center Staff at the annual Proforma Convention</b>	Yes	Yes
<b>Preferred placement and special notation in ASI’s ESP Online &amp; Web tools</b>	Yes	Yes
<b>Possible inclusion in Proforma proprietary catalogs, newsletters, marketing campaigns, webinars and training exercises</b>	No	Yes
<b>Invitation to teach a session or host a roundtable at Convention</b>	No	Based on registration level



**Proforma Preferred Limited Partner Program – Commitments Matrix**  
PLP Local/Regional vs. PLP National

<b>Category</b>	<b>PLP Local / Regional</b>	<b>PLP National</b>
<b>Vendor Commitments</b>		
<b>Quarterly Vendor Marketing Fee</b>	Minimum of 2% of product sales from dollar one, excluding freight.	Minimum of 2% of product sales from dollar one, excluding freight.
<b>Sales Minimum and Annual Listing Fee</b>	\$25,000 in sales per year. Otherwise, \$500 annual listing fee*.	\$50,000 in sales per year. Otherwise, \$1,000 annual listing fee*.
<b>Q1 Regional Meeting Attendance. Approx. Cost \$425 + Travel and Lodging</b>	Minimum of 1 city	Minimum of 3 cities
<b>Q3 Convention Attendance. Approx. Cost \$2,050 + Travel and Lodging</b>	No	Basic registration at approx. \$2,050 + travel & lodging
<b>Quarterly ProExclusive Offering**</b>	No	Yes
<b>Best pricing in comparable selling situations</b>	Yes	Yes
<b>Dedicated Sales Professionals and CSRs</b>	Yes	Yes
<b>Expedited process and inside contact for credit terms</b>	Yes	Yes
<b>Acceptance of Proforma Standardized Credit Application</b>	Yes	Yes
<b>Minimum Commitment</b>	1 Year	2 Year
<b>One Time Setup Fee</b>	<b>\$1,500</b>	<b>\$1,500</b>

\*If you do not meet the annual sales minimum noted, your listing fee will equal the difference between your Marketing Fee and the listing fee noted for your commitment level. **Example:** If you owe \$300 in Marketing Fees and your listing fee is \$500, your total listing fee due will be \$200.

The payment schedule will be a monthly accrual with a quarterly payment to be invoiced and due in 30 days.

Final PLP placement of vendor will be at the discretion of the Vendor Development Team.

\*\*A ProExclusive is an exclusive product or service offering made available exclusively to Proforma Franchise Owners for a specific time period (usually a quarter). During this time no other distributor will have access to sell the particular product or service.