



BPAMA's Affiliate Member Program

March 1, 2015



Affiliate Member Program Objectives

- The purpose of the Affiliate Member Program is to add value to BPAMA Members, to the Suppliers who become Affiliate Members, and support the Association's industry leading strategy
 - BP Marketers will benefit through networking opportunities with Affiliate Members', through sharing of knowledge on industry issues, and special offers on equipment or services
 - Affiliate Members will benefit through access to BP Marketers in traditional and creative avenues resulting in more efficient marketing opportunities and relationship building
 - The Association will benefit by continuing to drive quality relationships between BP Marketers and the Vendors who supply products and services to their industry, resulting in an Association that delivers value above and beyond any other in the industry



Affiliate Member Program Details

- There are 5 Affiliate Member packages
 - Premium Packages
 - Gold: strategic relationship with unique access opportunities; includes convention elements
 - Silver: strategic relationship with unique access opportunities; includes convention elements
 - Bronze: key relationship with a mix of access opportunities; includes convention elements
 - Sponsor Package
 - Basic membership, a la-carte engagement options; no convention elements
 - Convention Only: BPAMA dues, no convention elements
- Premium & Sponsor Packages are 2-year commitments
- All Premium & Sponsor Affiliate Members receive:
 - Current BPAMA Membership list with BP Marketer contact information
 - Listing in BPAMA's Affiliate Member Online Directory, searchable by goods & services
 - Submission of Affiliate's information to BP Procurement
 - Discounted dues
 - Increased recognition and exposure at BPAMA Convention
 - Additional exposure leading into BPAMA Convention



Affiliate Member Packages

- Annual Dues; 2 year commitment
 - Gold Package \$25,000
 - Silver Package \$15,000
 - Bronze Package \$6,000
 - Sponsor Package \$625
 - Convention Year Only \$750 (every other year)
- Package prices discounted 25% for 2015
- Annual invoices due by February 1st each year
 - Invoices sent January each year
 - Costs & benefits based on calendar year; prorated by quarter for new vendors
 - Payments for Premium Packages can be split into quarterly or semi-annual payments



Affiliate Benefits

Package & Annual Cost	Gold (\$25k)	Silver (\$15k)	Bronze (\$6k)	Sponsor (\$625)
Annual Dues	Included	Included	Included	Included
Offer Exclusivity*	Yes	No	No	X
Banner Ads	12 per year	6 per year	3 per year	X
Website Articles	2 per year	1 per year	X	X
Promotions/Year	12	12	12	X
Vendor Spotlight	1 per year	1 per year	X	X
BP Meetings	If applicable	After Gold	After Silver	X
Newsletter Article	1 per qtr.	1 per qtr.	X	X
Webinar	1 per year	1 per year	X	X
Website Forum	Access	Access	Access	X
NLB or WC Dinner	1 each	1 each	X	X
New Options	1 st Priority	After Gold	After Silver	X

* Requires BPAMA NLB approval; no other Gold, Silver, or Bronze package for similar goods or services



Brand of Choice for Customers and Consumers with Brand Growth that is Profitable and Sustainable

Affiliate Convention Benefits

Package & Annual Cost	Gold (\$25k)	Silver (\$15k)	Bronze (\$6k)	Sponsor (\$625)
Booths (approx. 10x10)	2	1	1	X
Registrations	8 Full, 8 Expo	8 Full, 2 Expo	2 Full, 2 Expo	X
Exclusive Advertising Opp.	1	X	X	X
VIP at Gen. Session	Included	X	X	X
Logo shown pre General Session	Included	Included	X	X
Podium Recognition	Included	Included	X	X
Invitation to BP Function	Included	Included	X	X
Brand Recognition Opportunities*	Included	Included	Included	X
Education Session	1 st Priority	After Gold	As Available	X

* Examples would be e-mail blast, bag insert, advertising on convention app, or other unique opportunities to identify sponsor



A La Carte Opportunities

• Web Site Banner Ads	\$100
• Web Site Promotions	\$100
• Web Site Articles	\$200
• Article in Quarterly Newsletter	\$200
• Vendor Highlight (BPAMA article)	\$200
• BPAMA Sponsored Webinar	\$500
• Brand or Regional Meeting (when available)	\$500
• NLB Meeting Dinner Sponsorship	\$1,000
• Working Committee Dinner Sponsorship	\$1,000



Other Package Considerations

- Customized programs can be developed based on value commitments such as:
 - Educational opportunities for products or industry
 - Promotions or discounts on goods or services for BPAMA members
 - Discounted fees for BPAMA members
 - Revenue sharing with BPAMA
 - These programs are based on individual negotiations



Next Steps

- Send e-mail to jallard@bpama.com to:
 - Express interest in one of the packages
 - Ask questions about the Affiliate Member Program
 - Inquire about a customized program
- Invoices will be generated based on these discussions
- Marketers will be updated on new Affiliate Members
 - Website updates completed within 1 week of invoice being sent out
 - Marketers will be notified of new Affiliate Members in Quarterly Newsletters and in website
- Work will begin on 2016 Trade Expo by early summer

