



DISTRIBUTOR

Member Application



## Application Instructions

Please read through the information provided this serves as an information piece about Premier Group Network as well as an application for membership. Please complete the information in full before submitting it for review.

This application can be submitted electronically with any attachments to Premier Group Executive Director Dana Geiger at [dana@premiergroupnetwork.com](mailto:dana@premiergroupnetwork.com) or by mail to Premier Group Network, 249 Central Park Avenue, Suite 300-101 Virginia Beach, VA 23462.

Upon receipt membership applications are reviewed for recommendation by the Premier Group Network Membership Committee before being submitted to the Board of Directors for approval. Members must be approved by the Board of Directors.

**NOTE:** Members of Premier Group Network have equal stake and say in organization policies, governance and structure. We differ from traditional partnering groups where suppliers are essentially preferred vendors and have more competition within a certain product category. As such, we aim to minimize the number of suppliers in a product category and only add new suppliers that bring a distinct value proposition to the group.

## About Premier Group Network

Established in 1997, Premier Catalog Group AKA Premier Group Network is 501(c)6 non-profit trade organization and an alliance of top industry suppliers and independent distributors that partner together to build their businesses. Our unique and successful group that is focused on improving business through shared experiences, close relationships and partnership, and great pricing/support programs.

Premier Group Network is the leading supplier-distributor networking group in the promotional products industry and the only one that grants full and equal membership to both suppliers and distributors.

Membership is selective and based on a recommendation of the membership committee and approval of the Board of Directors. Read more or hear testimonials from members at [www.premiergroupnetwork.com](http://www.premiergroupnetwork.com)

## Our Mission

To contribute to the success and growth of individual member companies through a unique partnering structure that promotes best industry pricing, encourages information sharing, and fosters strong business relationships.

**Distributors** contribute to this mission by:

- ⇒ Supporting other Distributor members of the group via the sharing of information, knowledge and buying power.
- ⇒ Actively seeking opportunities to support our supplier partners whose products appear in the Premier Group catalog.

**Suppliers** contribute to this mission by providing sales support to all participating distributors, including:

- ⇒ Nationwide competitive pricing support – offering Premier Group Network distributors pricing equal to or better than the best pricing offered to any group or individual company in the promotional products industry
- ⇒ Active sales representative support
- ⇒ Priority processing of distributor orders including informed and dedicated customer service
- ⇒ A sample policy that provides an economical method for distributors to purchase or receive samples as needed to support the supplier

## Distributor Benefits

- **Exclusive access.** Connect directly with senior management and other major decision makers in Premier Group Network Distributor and Supplier member companies.
- **Preferred treatment.** Premier Group Network Suppliers offer some or all of the following: free samples, special rush service, exclusive specials, and early exclusivity to new products.

- **Focused supplier support.** Every Premier Group Network member has a designated PG inside salesperson to ensure the right person is reached every time.
- **Unique business owner forum.** Company owners share tips and ideas with other company owners to help grow each other's businesses.
- **Exposure to invaluable expertise.** Premier Group Network members combined have over 250 years of diverse experience in literally every aspect of the promotional products industry.
- **Business-building events.** PG's Annual Meeting and events at these meetings provide the chance to meet with Supplier Members and Distributor members to review, share, learn and grow your businesses and experiences in a positive environment that is focused on the future and your success.
- **Best industry pricing.** Premier Group Network Distributors enjoy best pricing from more than 30 of the industry's finest Suppliers.
- **Distinctive sales tools.** Premier Group Network Distributors receive a customized digital catalog featuring only PG suppliers with access to print-ready files.
- **Idea Box marketing mailings.** We produce PG Idea Boxes, a collection of products from PG suppliers that carry a unifying theme. Each item is imprinted with the box theme and your logo and a custom card with your contact information is included. All items are expertly packaged and drop-shipped to your clients or bulk shipped to you.
- **Educational enhancement.** Held in conjunction with trade shows, Premier Group University brings together regional Distributor members and Supplier sales reps to provide educational seminars to improve sales and understanding of our PG Supplier capabilities. In addition to events held at major industry trade shows, we hold periodic PGW - Premier Group Webinars featuring 2-3 supplier members conducting 15–20-minute presentations on their products and companies - new products, best sellers, social compliance and more. These webinars are appropriate for sales reps and management and recorded in case anyone misses the live
- **Strong focus on relationships.** The Premier Group offers many opportunities for members to forge solid business relationships. Whether it is at the annual PG breakfast in Las Vegas in January or through an e-mail blast from PG's web site, the Premier Group is committed to sharing ideas and encouraging collaborative efforts.

- **Rebate from Supplier Members** as outlined in the Frequent Buyer Program. The rewards begin at 3% with the opportunity to hit 4% and 5% reward levels with growth for the group on a Supplier's line. More details below under the Frequent Buyer Program (FBP) Section.

## Distributor Requirements

The following outlines requirements of Premier Group Distributors

- Distributor Members applicants will be considered for membership if they have an annual sales volume of \$3,000,000 or greater in promotional products sales. Should it be deemed advantageous to the association, the minimum company sales requirement can be waived by a two-thirds majority vote of the Board of Directors.
- PG distributors are encouraged to make Premier Group Network suppliers preferred vendors.
- PG distributors are required to report total annual sales figures as requested by Premier Group Network staff.
- PG distributors are to allow up to two sales visits or other contacts per year by supplier members.
- PG distributors are required to attend the Annual Meeting without missing two consecutive meetings. Any distributor member who misses two consecutive annual meetings is subject to exclusion from Premier Group Network. Additionally, a \$500 commitment fee is assessed to any member that does not attend the annual meeting.
- PG distributors must pay annual dues.
- PG distributors are required Premier Group Network information in a timely manner.
- New members agreed to an initial 2-year commitment for new members PG Distributor annual costs.
- Membership Dues: \$5,000 annually. Billed in January and July (\$2,500 each). These amounts should be offset by the Frequent Buyer Program rebate earnings. (subject to change)
- Note: Travel and registration costs for PG Annual Meeting are the responsibility of distributor members. Costs vary based on the location. Meeting locations are rotated annually.

## PG Distributor Annual Costs

- Membership Dues: \$5,000 annually. Billed in January and July (\$2,500 each). These amounts should be offset by the Frequent Buyer Program rebate earnings. (Subject to change)
- Annual Meeting commitment: \$500. This is billed only if the member does not attend the annual meeting.



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- Travel costs for Annual Meeting: costs vary based on the location. Meeting locations are rotated annually.



# Application

Attachments may be submitted with application. Please note "see attached" if you will be applying additional materials in response to the question provided.

Company Name: \_\_\_\_\_

Principal/Owner: \_\_\_\_\_ ASI # \_\_\_\_\_ PPAI # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Main Phone: \_\_\_\_\_ Website Address: \_\_\_\_\_

LinkedIn URL: \_\_\_\_\_ Year Founded: \_\_\_\_\_

**Select all that apply:**

- Minority-owned business
- Woman-owned business
- Certified B-Corp

**Company Leadership Main Contacts (Will receive all Leadership Team Communications)**

PG Main Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

PG Main Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

PG Main Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Additional Company Contacts (AP/AR/ Operations)**

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



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Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Operation | Financial Information

Do you maintain additional / satellite offices: Yes \_\_\_\_\_ No \_\_\_\_\_ (If yes, complete below)

Additional / Satellite Office #1 Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Additional / Satellite Office #2 Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

(Attach additional sheet to add more offices)

What were your annual promotional products sales volumes over the last four years:

Current YTD \_\_\_\_\_ (as of \_\_\_\_\_)

Previous Years:

(Year 202 \_\_) \_\_\_\_\_

(Year 202 \_\_) \_\_\_\_\_

(Year 202 \_\_) \_\_\_\_\_

What were your annual sales purchases with Premier Group supplier members over the last four years:

[\(Find a list of supplier members here\)](#)

Current YTD \_\_\_\_\_ (as of \_\_\_\_\_)

Previous Years:

(Year 202 \_\_) \_\_\_\_\_

(Year 202 \_\_) \_\_\_\_\_

(Year 202 \_\_) \_\_\_\_\_





**Employee Composition**

# of Total Employees \_\_\_\_

# of full-time employees \_\_\_\_

# of part-time employees \_\_\_\_

# of 1099 contractors \_\_\_\_

**Sales Team**

How many salespeople independently generate above \$500K in annual sales? \_\_\_\_

How many salespeople independently generate above \$1 M in annual sales? \_\_\_\_

**Sales Team Contact Information - Optional**

Sales Team will be added to the PG database and have access to the PG Newsletter and Membership Directory. In lieu of completing fields below you can attach a team roster to the application.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



# DISTRIBUTOR Membership Application

Are you a member of any other industry groups or associations: Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, complete: Please list any other industry groups or associations to which you belong:

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Please note: If you belong to other industry groups with rebates or group buying agreements, you will be asked to choose which program PG supplier members should adhere to. I.e. A member cannot receive PG pricing and rebates from PG Suppliers in addition to rebate or pricing arranged through other organizations.

Please list the top three industries you work with:

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Please list the top three industry suppliers with whom you do the most business:

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Select tools you use to power your business:

- ADP
- Aturian
- ASI Profitmaker
- commonsku
- Distributor Central
- ESP
- Great Plains
- Hubspot
- NetSuite
- Paychex
- Quickbooks
- SAGE
- Smartbooks
- Ship Station
- Zoom Info



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Other: \_\_\_\_\_  
\_\_\_\_\_  
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Please provide an overview of your company story.

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Why do you think being a member of Premier Group Network is a right fit for your company?

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Are there any other insights about your company culture or strategy you would like to share?

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Yes...I Would Like To Apply For Membership In The Premier Group

I understand the financial and other membership requirements listed in this packet and agree to these commitments if an invitation to join Premier Group is extended and accepted.

Signature: \_\_\_\_\_  
Print name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Date: \_\_\_\_\_