



## **IAEE Services, Inc.**

### **Marketing Partners**

#### **Selection Process**

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IAEE Services, Inc. forms marketing partnerships<sup>1</sup> with companies who offer products or services that:

- are reliable and of high quality
- provide distinctive, outstanding customer service
- are priced at a discount, providing IAEE members pricing lower than retail and lower than what they can negotiate on their own
- fulfills an expressed need for the product or service

TradeshowStore.com is the branded e-commerce site for IAEE Services.

A typical marketing agreement will include the following list of responsibilities:

#### **Communications, Public Relations and Promotion**

##### **1. Marketing.**

###### **IAEE SERVICES:**

- Furnish COMPANY with promotional space in the Tradeshowstore.com Pavilion at Expo! Expo! IAEE's Annual Meeting & Exhibition at no cost.
- Make a good faith effort to work with COMPANY to provide exposure for the program at all major IAEE events, including distribution of brochures and information to event participants and inclusion of COMPANY materials at all appropriate promotional opportunities.
- Provide opportunity for COMPANY to network and gain exposure with members of IAEE.

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<sup>1</sup> A marketing partnership differs from an affinity program. With affinity programs, all marketing and communication are the responsibility of the affinity partner.

- Promote COMPANY as the preferred company for [program] of TradeshowStore.com and IAEE Services, Inc.

#### COMPANY:

- Create a customized IAEE member link on the COMPANY web site that explains the program and promotes the benefits of the program.
- Establish a hyperlink from TradeshowStore.com to COMPANY's marketing Web site for e-commerce.
- Attend Expo! Expo! IAEE's Annual Meeting & Exhibition to support the program.
- Create a customized flyer/application for insertion in new member kits and mailings.
- Include the TradeshowStore.com logo on all printed material.
- Agrees to a minimum royalty of \$3,500 annually to IAEE Services, regardless of performance.

## **2. Communications and Public Relations.**

#### IAEE SERVICES:

- Assist COMPANY in the development and distribution of press/media releases targeted to the trade show media which will raise the awareness of and interest in the program.
- Provide COMPANY with sufficient information to produce press releases and profile articles.
- Provide a Web link from TradeshowStore.com to the COMPANY Web site.
- Provide a presence in TradeshowStore.com.
- Provide a profile article in an IAEE publication within six months of the effective date of the contract.

### **Submitting a Proposal**

To submit a proposal for consideration as a marketing partner, a company representative should be a member of IAEE.

Send proposals, a completed product information form, and any supporting material to:

Cathy Breden, CAE, CMP  
Executive Director  
IAEE Services, Inc.  
PO Box 802425  
Dallas, TX 75380  
Tel: +1(972)687-9201  
E-Mail: [cbreden@IAEE.com](mailto:cbreden@IAEE.com)

### **The Consideration Process**

In many instances, the IAEE Services, Inc. Board of Directors<sup>2</sup> or the IAEE Services Product Development may identify a prospective program that it deems of value. In either instance, the following procedures are followed.<sup>3</sup>

1. A proposal is received and distributed to the Product Development Committee. The committee reviews the proposal and reports back on the proposal. Does it meet the criteria for a partnership and what is the unique selling proposition?<sup>4</sup>
2. If the committee believes the proposal has merit, it will be included on the next scheduled agenda of the Product Development Committee for discussion. It may or may not require a face-to-face interview.
3. **If there are a number of IAEE member organizations with a similar product or service and it is not unique to the current**

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<sup>2</sup> IAEE Services, Inc. Board of Directors is the governing body of IAEE Services, Inc. and is comprised of 14 board members who are elected to three-year terms. A Conflict of Interest Policy is required of all board members, and any issue that might be a conflict, the board member is required to disclose this conflict and recuse himself/herself from discussion.

<sup>3</sup> IAEE Services, Inc. is not in business to compete with its members. In each step of the process of reviewing and considering a partnership, the question is asked, "Will this compete with members of IAEE?"

<sup>4</sup> The committee is comprised of a broad cross section of IAEE member volunteers. The committee meets a minimum of four times each year.

**IAEE marketplace, and the board of IAEE Services approves further evaluation, a Request-for-Proposal may be issued to IAEE members, so that any member may submit a proposal for consideration.**

4. Following the meeting of the Product Development Committee, if the committee approves the program for consideration by the IAEE Services, Inc. Board of Directors, an agenda item will be added to the next board meeting to consider the proposal. A face-to-face interview may be required. Contract negotiations will begin between the company and the executive director.
5. If the committee does not approve the program for consideration, a report will be made to the board of directors at its next scheduled meeting. The board may at that time direct the committee to review the proposal further; however, this scenario is not likely.
6. The outcome of the consideration is provided in written form to the company.



*Thank you for your company's interest in becoming Marketing Partner with IAEE Services, Inc.. For more information, please review the Selection Process attached. To assist the Product Development Committee and professional staff in their review of your company's products and/or services, please complete and return this form.*

1. Full description of the product/service in layperson's terms.

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2. What is the value proposition for IAEE members and constituencies to use this product?

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3. Who are your competitors in the marketplace, and briefly explain what differentiates your product from your competitors. Please be specific about your product versus similar products.

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4. What is the estimated market share/growth potential for the product using IAEE as a distribution channel?

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5. What other distribution channels are you using to sell the product?

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6. What are your expectations for this partnership in terms of total revenue generated from sales to IAEE members/constituencies?

7. Year 1 \_\_\_\_\_ Year 2 \_\_\_\_\_ Year 3 \_\_\_\_\_

Is your company prepared to guarantee a minimum amount of revenue to IAEE Services?

Yes  No If yes, give an estimation.

8. IAEE's global membership is growing. Is this product applicable to the global marketplace?

Yes  No  Maybe

9. Is your company a member of IAEE?

Yes  No

If no, is your company willing to become a member?  Yes  No

10. If your company's product is approved, will there be a budget to assist in the launch? If so, what is the estimated amount?  Yes  No  Maybe Estimated amount \$ \_\_\_\_\_

11. Do you have a business and/or marketing plan for this product? If so, are you willing to share it (staff will sign a confidentiality agreement).

Yes, able to share  Yes, unable to share  No plan exists

12. How long has your company been in business? \_\_\_\_\_

13. How long has this product been in the marketplace? \_\_\_\_\_

14. Are you willing to provide audited financials for the most recent two years?  Yes  No

15. Briefly outline what your company wants to achieve by becoming a partner of IAEE Services?

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16. Provide key contact information:

Name:  
Title:  
Telephone:  
Fax:  
E-mail:

Secondary key contact:

Name:  
Title:  
Telephone:  
Fax:  
E-mail:

17. Provide at least three references:

Thank you again for your interest. Please include any collateral to assist staff in and the committee in the review process.