



**Regional
Affiliate**

PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

**Rocks Your
Bottom Line!**



Regional Affiliate Program

Products and Services



RAP Services & Benefits	Description of Services/Benefits	Potential Savings or Value
Advertising in <i>Navigator</i>	Free ad space/coupon (1/3 page) in the <i>Navigator</i> , a membership directory & value book.	\$1,105
Advertising in <i>PPB</i> or <i>PC</i>	<i>PPB</i> Ad: \$350 1-time insertion for full-page, 4-color ad <i>PC</i> Ad: For affiliate — free with <i>PPB</i> ad, \$150 for hyperlink.	<i>PPB</i> savings: \$3,870 <i>PC</i> savings: \$3,320
Cvent	Event management tool that includes online registration, e-mail marketing, payment processing, surveys & reports.	
Executive Director Training	Specialized training provided to Executive Directors, such as Executive Directory Learning Forum (EDLF) and ED ² at Expo.	\$1,000
FedEx Marketing Campaigns	Recruitment & retention efforts are maximized by promotion of FedEx shipping discount benefit program to your members.	Varies
FedEx Advantage® Program	Discount program for affiliate members: up to 21% off FedEx Express® services; up to 15% off FedEx Ground® services; up to 45% off FedEx Freight® services.	2008 YE Total Savings: \$16,600 Total Shipments: 9,989 Top Saver: \$737
Leadership Development Workshop (LDW)	Up to 5 complimentary registrations — value at \$700 each in 2010 (includes hotel, F&B and training/meeting materials).	\$3,500
Marketing Support	Up to 20 hours of marketing support received annually.	\$1,000
MAS/CAS Admin	Course submission for MAS/CAS points.	up to \$1,860
MAS/CAS Exam	Proctoring of exam by a PPAI staff member.	\$700
Promotion of Affiliate Tradeshows	In 2009, tradeshow dates were promoted in <i>PC</i> (Dec 2008) + <i>PPB</i> (Jan 2009) + Exhibitor Directory (Expo 2009) + Supplier e-mail + PPAI wall calendar + PPAI & RAC websites.	\$4,500
Regional Affiliate Lounge	Regional Affiliate Lounge at PPAI Expo—526 individuals visited the lounge at 2009 Expo.	\$375
Regional Affiliate Communications	Affiliate brochure published at Expo and LDW. Defines all products and services plus spotlights, several in depth.	Subjective
Regional Membership Recruitment ... 2-for-1 memberships	A special 2-for-1 membership deal—if organization joins PPAI, PPAI will pay its regional association dues.	The cost of a full year's dues for a regional association (up to \$125 max)
Regional Services ... E-mail, Mailing, Surveys	E-mail and mailing lists can be requested. Surveys can be conducted as part of your Marketing Support hours.	E-mail Savings: up to \$280 Mail List Savings: up to \$200
Speaker Source (formerly Speaker In A Box)	A <i>Source</i> for <i>Speakers</i> with pre-negotiated rates, professional development topics and meeting planning forms — all to assist with the professional development provided in your association.	Unlimited savings, depending on speaker and # of speakers used
State of the Industry Presentation	PPAI President, CEO or Board member present national and/or global topics at a membership meeting or event.	\$750
Strategic Planning Facilitation	Three parts: (1) Powerful Leaders, Powerful Board session, (2) Strategic Planning and (3) 3-month Followup. Each part is customized to your association. The goal is to create a productive board, Action Timeline (calendar) and 3-year plan for your regional's future.	\$2,000
Templates, Toolkits & Idea Sharing	On the RAC website, discover topics that give you the who, what, when, where and why of association management.	\$1,150
Tradeshow Sponsorship	Complete different levels of service at tradeshow and receive financial support.	Up to \$2,000 in 2010
Web Conferences for Leadership	4/14/2009 Webinar: Clock is Ticking at Your Board Meetings — Time Wasted or Well Spent (knowledge-based management tools).	Range of \$15–\$30 per person per event

What does the Regional Affiliate Program do for your association?

- ... It creates an association management toolkit instead of independent association messages.
- ... The 20+ services and benefits provide savings to your association and in turn, your members.
- ... It helps your association succeed in the important work of providing member value.

** 5 Most Popular
as of 6/14/2010

SPOTLIGHT – SPEAKER SOURCE



You have front row seats to Speaker Source!

(formerly Speaker in a Box)



Go to the RAC website (www.regionalassociation.org) and look for

Speaker Source is a planning tool for the professional development guitar heroes of your association. It's online and at your association's fingertips with not only speaker information, but easy, time-saving tools and templates.

For rockin' speakers who are FREE (plus travel expenses), check this out:

- 13 top-rated Industry Speakers covering 16 topics
- 10 PPAI Top Leaders presenting 20+ topics

You can do it solo, but you don't have to ... Speaker Source has collected resources, templates and forms from a brain trust of professional development gurus.

Resources

- 10 Tips for Finding the Right Speaker
- How to Make the Most of Your Speaker Budget
- Panel Tips

Templates

- | | |
|----------------------------|--------------------|
| Speaker Agreement | Handout Cover Page |
| Evaluation | Press Release |
| Speaker Travel and Housing | Media Alert |
| AV Room Set-up | |

Forms

- MAS/CAS Course Submission

Because rock star status is the goal, Speaker Source has collected everything you need in one location. It's fast. It's simple. It's Speaker Source at www.regionalassociation.org. Now that's music to your ears!

Questions? Contact PPAI Regional Relations at 972.258.3051.

MARKETING SUPPORT



<p>Marketing Hour Facts:</p> <ul style="list-style-type: none"> • Hours to Date in 2010 — 262 Hours to Date in 2009 — 155 • # of Regional Projects (2009) — 192 # of Regional Projects (6/1/10) — 95 • All regional affiliates used marketing hours in 2009 	<p>How to Get Started with Your Marketing Support:</p> <ul style="list-style-type: none"> • Complete a Marketing Services Request Form. Find the form and much more at RAC's website (www.regionalassociation.org) — then click on Regional Resources / Regional Affiliate Program / Marketing Support. • Allow enough time — a minimum of 2–4 weeks of lead time, depending on the project, is recommended. Projects are prioritized on need, timeframe and size of project. • After submitting form, your Regional Affiliate Marketing Manager (Cassandra) will connect with you to assign a completion deadline and begin working on your request. 	<table border="1"> <thead> <tr> <th>REGIONAL</th> <th>HOURS</th> </tr> </thead> <tbody> <tr><td>AzPPA</td><td>21.75</td></tr> <tr><td>CASA</td><td>10.25</td></tr> <tr><td>CAPPA</td><td>4.5</td></tr> <tr><td>CAAMP</td><td>24.5</td></tr> <tr><td>CPPA</td><td>1.75</td></tr> <tr><td>GAPPP</td><td>12.5</td></tr> <tr><td>HPPA</td><td>20</td></tr> <tr><td>PMANC</td><td>23</td></tr> <tr><td>PPAF</td><td>.75</td></tr> <tr><td>PPAM</td><td>18.5</td></tr> <tr><td>PPAMS</td><td>.5</td></tr> <tr><td>PPAS</td><td>29.5</td></tr> <tr><td>PPAW</td><td>11.75</td></tr> <tr><td>RMR/PPA</td><td>10</td></tr> <tr><td>SAAC</td><td>19</td></tr> <tr><td>SAAGNY</td><td>10.</td></tr> <tr><td>SACDV</td><td>.5</td></tr> <tr><td>SPPA</td><td>8.5</td></tr> <tr><td>TRASA</td><td>10</td></tr> <tr><td>TSPPA</td><td>13.75</td></tr> <tr><td>District 4</td><td>10.25</td></tr> </tbody> </table>	REGIONAL	HOURS	AzPPA	21.75	CASA	10.25	CAPPA	4.5	CAAMP	24.5	CPPA	1.75	GAPPP	12.5	HPPA	20	PMANC	23	PPAF	.75	PPAM	18.5	PPAMS	.5	PPAS	29.5	PPAW	11.75	RMR/PPA	10	SAAC	19	SAAGNY	10.	SACDV	.5	SPPA	8.5	TRASA	10	TSPPA	13.75	District 4	10.25
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<p>Are There Blackout Periods?</p> <p>Yes, due to the high volume of work in the month of December for Expo, Marketing Support will not be able to fulfill requests from 11/19/2010 until after Expo.</p>	<p>How Marketing Hours Were Used in 2009:</p> <table border="0"> <tr> <td>... Show registration flyer</td> <td>... Press releases</td> </tr> <tr> <td>... Member event flyers</td> <td>... Marketing plans</td> </tr> <tr> <td>... E-mail campaigns</td> <td>... E-mail signature</td> </tr> <tr> <td>... Voice-mail blasts</td> <td>... Special event e-mails</td> </tr> <tr> <td>... Website graphics</td> <td>... Anniversary coverage</td> </tr> <tr> <td>... Surveys</td> <td>... Magazine ads</td> </tr> <tr> <td>... Logo development</td> <td>... Membership apps</td> </tr> <tr> <td>... Legislative flyers</td> <td>... Theme development</td> </tr> </table>	... Show registration flyer	... Press releases	... Member event flyers	... Marketing plans	... E-mail campaigns	... E-mail signature	... Voice-mail blasts	... Special event e-mails	... Website graphics	... Anniversary coverage	... Surveys	... Magazine ads	... Logo development	... Membership apps	... Legislative flyers	... Theme development																													
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<p>Your Marketing Primary Contact is:</p> <p>Cassandra Johnson Regional Affiliate Marketing Manager E-mail — CassandraJ@ppai.org Tel — 972-258-3027 Fax — 972-258-3205</p>																																														



<p>FedEx understands.</p> <p>You want a member benefit that makes an immediate, lasting impact.</p> <p>PPAI & FedEx have teamed up to offer great discounts to Regional Affiliate members through the FedEx Advantage® program.</p>	<p>Next steps:</p> <p>Your members can enroll their existing FedEx accounts, or set up a new account online at enrolladvantage.fedex.com/2033. Use passcode P47HBP to enroll.</p>	<p>2010 is our 3rd Annual EDLF – a full day of hard-hitting professional development and networking, created especially for Executive Directors. 25 EDs will be attending this year.</p> <p>EDLF's expectations are:</p> <ul style="list-style-type: none"> • A toolbox of things EDs can use in their day-to-day jobs • Sharing of great ideas and best practices • Connections made in Grapevine that will continue for a lifetime • 4 customized sessions at EDLF and 1 more at LDW, tailored to the challenges of Executive Directors <p>2010 EDLF sessions include:</p> <ul style="list-style-type: none"> • Marketing — Any Way You Want It ... how to create the best marketing mix. • Toolbox Time ... it's all about resources, resources, resources. • Creating Meaningful Member Connections Through Newsletters ... tips, tricks, ideas, resources and shortcuts. • Wrangling Difficult Board Members ... a lively, interactive, role-playing session in a solutions-based setting.
<p>Why promote it?</p> <ul style="list-style-type: none"> • Your members can save up to 45% off select FedEx® services. • Enrollment is free. • There are no shipping quotas for receiving, or maintaining the discounts. 	<p>Your Primary Contact is:</p> <p>Joshua Rosa FedEx Program Manager E-mail — Joshua.rosa@fedex.com Tel — 901.434.2736</p> <p>Need promotional materials? Want to discuss the program? Contact your FedEx program manager.</p>	