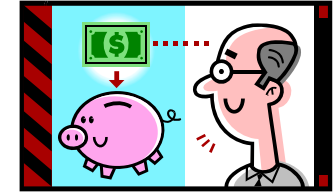


Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

Business – Spend Less, Save More!

What's The Buzz?

- the services you need most at prices that make sense



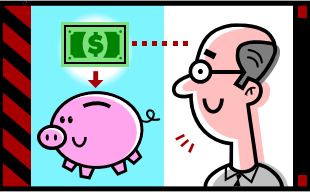
FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>up to 45 percent off select FedEx Express services up to 20 percent off select FedEx Ground services 70 percent off select FedEx Freight services up to 20 percent off select FedEx Int'l services</p> <p>15 percent of more off on select GTS services</p> <p>discounted international shipping with TOYSA</p>	<p><i>save</i> on domestic and international shipping</p> <p><i>save</i> on LTL shipping</p> <p><i>save</i> on ocean shipping</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of \$50</p>	<p>call: 800.475.6708 online: distributors, code 3BG72G online: suppliers, code DBDND2 email: Joshua.Rosa@fedex.com</p> <p>call: Matt Bross @ 800.689.6255 ext 201 email: mboss@onestopshipping.com</p> <p>call: Greg Marti @ 513.489.7730 ext 171 email: gmarti@toysa.com</p> <p style="text-align: right;">SHIPPING</p>
<p>members-only rates on vector and digitizing services from PPAI Art Studio powered by ArtworkServicesUSA</p> <p>at least 25% off ICLIPART subscription rates and unlimited no-fee downloads</p> <p>ensure your artwork is of a sufficient quality or type required before it reaches the point of production with Sm@rtArt</p>	<p>convert artwork into digital images for decorative applications and <i>save</i></p> <p><i>save</i> on logo & graphics digitizing for imprinting & embroidery</p> <p><i>save</i> on access to 7 million royalty free photos and clip art</p> <p><i>learn</i> to create "ready" artwork and <i>avoid</i> extra modification charges and delays with industry-specific guidelines</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 443.276.1313</p> <p style="text-align: right;">ARTWORK</p>
<p>members-only pricing on Elavon's merchant processing services</p> <p>up to 25 percent savings on all QuickBooks, Quicken and TurboTax products</p> <p>members-only PPAI WorldPoints Platinum Plus MasterCard rewards</p>	<p>accept any check, credit or debit card with confidence and <i>save</i></p> <p><i>save</i> on financial software for MAC and PC</p> <p><i>best rewards</i> available today with <i>no annual fee</i> and a <i>payment grace period</i></p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of \$50</p>	<p>call: 800.546.1831; fax:800.799.3984 email: merchantinquiry@elavon.com</p> <p>call: 866.438.6262, discount code is FAB2NR</p> <p style="text-align: right;">FINANCIAL</p>

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

Business – Spend Less, Save More!
 (Continued)

What's The Buzz?

- the services you need most at prices that make sense



FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>up to 15 percent off select FedEx Office services</p> <p>discounts on more than 100,000 products from more than 1,400 manufacturers from PC Connection</p> <p>receive CoreVault best rates for automated backup & recovery services</p> <p>member-preferred pricing on PANTONE® Matching System (PMS)</p> <p>member-discounted prices on “all things specific to the promotional products industry” through The PPAI Bookstore and Resource Center</p> <p>exclusive, members-only rates on product testing services through Specialized Technology Resources</p> <p>identify compatible job candidates and increase current staff effectiveness with the Omnia Group HR behavioral assessment tool</p>	<p><i>save</i> on copies and print services</p> <p><i>save</i> on computers and electronic equipment</p> <p>secure client and financial data and <i>save</i></p> <p><i>save</i> on the most reliable color system</p> <p><i>save</i> on a wide range of industry and business resources</p> <p><i>protect</i> what you've created</p> <p><i>improve</i> productivity and <i>increase</i> profits</p>	<p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p>note: non-members do not receive discounted pricing</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p>note: non-members do not receive discounted pricing</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 800.475.6708 online: distributors, code 3BG72G online: suppliers, code DBDND2</p> <p>call: Holly Colby @ 800.800.0014 ext 33357 email: HColby@pcconnection.com online: enter ID PPAI@pcconnection.com and password PPAIPCC</p> <p>call: 888-265-5818</p> <p>email: Haley Will, PPAI@STRQuality.com</p> <p>call: Carletta Neal @ 800.525.7117 ext 1226 email: cneal@omniagroup.com</p>
<p>discount solutions from People's Health Express</p> <p>PPAI Insurance Solutions provides access to the most competitive rates and discounts available from best-in-class insurance providers</p>	<p>bring direct <i>value to your bottom line</i> with alternative healthcare and travel assistance options</p> <p><i>protect your family and your bottom line</i> with medical, auto, home, business, life and pet insurance</p>	<p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 888.426.7724 email: membership@ppai.org</p> <p>call: 866.796.6289</p>

OFFICE SERVICES

HEALTHCARE et. al.

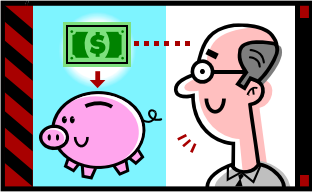
Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

Business – Spend Less, Save More!

(Continued)

What's The Buzz?

- the services you need most at prices that make sense



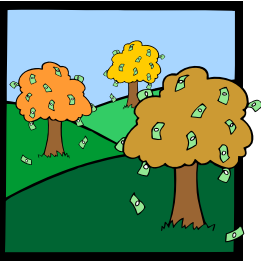
FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
competitive or better pricing from PPAI Travel full service travel site up to 15% off published rates at almost 5,000 Choice Hotels worldwide discount entertainment tickets from PPAI Fun Pass	<i>save</i> on business and personal travel - airlines, hotels, rental cars, cruises and much, much more! <i>save</i> on hotel stays <i>save</i> on tickets to theme parks and movie theatres	<input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of <input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of <input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of	Call: ytb Travel Network @ 618.655.9472 call: 800.258.2847 on-line: code 00803239 <div style="text-align: right;">TRAVEL</div>

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

Business – Attract It!

What's The Buzz?

- boost your business
- expand your reach
- new members, new markets
- take your business to the next level



FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>Promo Business Builder includes general industry information along with some popular marketing applications</p> <p>The Navigator is a comprehensive resource directory featuring free indexed listings and cross-references about PPAI supplier and business services member companies. It includes The Value Book of free coupons.</p> <p>search for PPAI members and their product lines from your computer desktop with PPAI Desktop Navigator</p> <p>direct-mail your sales sheets, brochures, catalogs and product samples via PPAI Special Delivery</p> <p>Idea Source - more than 1,800 award-winning campaigns demonstrate the effective use of promotional products</p> <p>PPAI Membership List Rentals (Note: monthly new member lists are available to members on the PPAI website.)</p> <p>Promotional Consultant is a 12-times-a-year digital publication for distributor sales professionals (circulation: 70,000). Promotional Consultant Today is its daily electronic counterpart.</p> <p>learn to make presentations focused on the power of promotional products and the importance of distributors as effective marketing resources with PPAI ADvocate Program</p>	<p><i>learn the keys</i> to a successful marketing campaign</p> <p>distributors: <i>distinguish</i> yourself to end buyers</p> <p>suppliers: <i>put your lines, brands, and products</i> in front of potential customers</p> <p>suppliers: <i>attract business</i> with money-savings coupons</p> <p>distributors: <i>save</i> on products and services</p> <p><i>source</i> your product requirements</p> <p>suppliers: <i>reach</i> 20,000 verified distributors monthly</p> <p>distributors: <i>keep up on</i> what's new for your clients</p> <p><i>generate</i> ideas for your customer campaigns</p> <p>distributors: <i>distinguish</i> yourself to end buyers</p> <p><i>deliver</i> your message successfully</p> <p><i>increase sales</i> and <i>create success</i> for your customers</p> <p><i>learn</i> from experts, targeted strategies and case studies</p> <p><i>educate buyers</i> and <i>create awareness</i> of promotional products as a marketing medium</p> <p>distributors: we <i>drive</i> end buyers to</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee</p> <p>note: members-only preferred pricing</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of as little as \$0.08 per contact</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee</p> <p>note: members-only preferred pricing</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 888.426.7724 (Blake Bozeman)</p> <p>call: 888.426.7724 ext 3218 email: bookstore@ppai.org</p> <p>call: 888.426.7724 (Sandy Mendoza) email: membership@ppa.org</p> <p>call: Jennifer Oates @ 888.426.7724 ext 3044 email: jennifer@ppai.org</p> <p>call: Anne Lardner @ 888.426.7724 ext 3041 email: annel@ppai.org</p>

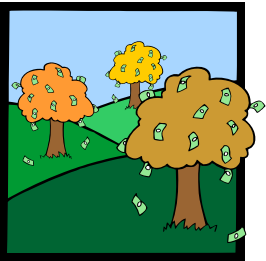
Revision: May '10

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

Business – Attract It!
 (Continued)

What's The Buzz?

- boost your business
- expand your reach
- new members, new markets
- take your business to the next level



FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>PPAI University's "Fast Track – The Promotional Consultant's Edge" is an in-depth tutorial that can jump start your career</p> <p>the UPIC Directory - the promotional products industry's number-one search tool</p> <p>more than 1,600 of the industry's top suppliers exhibit and more than 14,000 distributors attend The PPAI Expo</p> <p>end buyers can locate distributors with Promoideas.org</p> <p>PPAI exhibits at end-buyer shows (e.g., human resource management, American Marketing Association, and realtor shows)</p> <p>download PPAI logos</p> <p>PPAI Industry Research chronicles the who, what and why of promotional products sales and usage</p>	<p>distributors: <i>double (even quadruple)</i> your sales</p> <p>suppliers: <i>get found</i> and <i>attract new business</i> distributors: <i>source</i> your product requirements</p> <p>suppliers: <i>put your lines, brands, and products</i> in front of potential customers distributors: <i>get access</i> to decision makers <i>augment</i> your networking community</p> <p>distributors: end buyers of promotional products can <i>find you!</i></p> <p>distributors: we <i>drive</i> end buyers of promotional products to Promoideas.org!</p> <p><i>identify</i> your company as a member of the industry's only trade association</p> <p><i>stay on top</i> of trends, patterns and attitudes</p>	<p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of \$100</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 888.426.7724 ext 3218</p> <p>call: 888.426.7724 (PPAI Expo Department) email: expo@ppai.org</p> <p style="text-align: right;">MARKETING - cont.</p>

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need



Business – Service It!

FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
MAS/CAS Certification - the only certifications available in the industry.	<i>expand</i> your industry knowledge and <i>hone</i> your skills	<input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of	call: PPAI Education and Certification @ 888.426.7724 email: certification@ppai.org PROFESSIONAL CERTIFICATION
PPAI Legislative Action Watch (PPAI LAW) PPAI Product Safety website provides FAQs, articles, webinars, legal and testing resources.	<i>stay on top</i> of legislation and issues impacting your business <i>stay on top</i> of important industry changes impacting your business	<input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of <input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of	INDUSTRY OVERSIGHT
learn and network with industry leaders at the North American Leadership Conference learn and network with women in our industry at the Women's Leadership Conference learn and network with industry decision makers at the Suppliers' Forum	<i>enhance</i> your business knowledge	<input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input type="checkbox"/> add'l fee <input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee <i>note:</i> members-only preferred pricing <input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee	PROFESSIONAL DEVELOPMENT
identify compatible job candidates and increase current staff effectiveness with the Omnia HR behavioral assessment tool member-discounted prices on “all things specific to the promotional products industry” through The PPAI Bookstore and Resource Center ensure your artwork is of a sufficient quality or type required before it reaches the point of production with Sm@rtArt	<i>manage</i> your human resources <i>save</i> on a wide range of industry and business resources <i>learn</i> to create “ready” artwork and <i>avoid</i> extra modification charges and delays with industry-specific guidelines	<input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of <input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of <i>note:</i> non-members do not receive discounted pricing <input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of	call: Carletta Neal @ 800.525.7117 ext 1226 email: cneal@omniagroup.com NOT JUST ABOUT SAVINGS

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need



Business – Service It!

(Continued)

FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>PPAI Online Education is your one-stop shop for webinars and on-demand courses</p> <p>PPAI University's "Fast Track – The Promotional Consultant's Edge" is an in-depth tutorial that can help you double (even quadruple) your sales</p>	<p>online <i>access</i> to training and professional development</p> <p>distributors: <i>jump start</i> your career</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of varies by course</p> <p><i>note:</i> members-only preferred pricing</p> <p><input checked="" type="checkbox"/> Members <input checked="" type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee of \$100</p>	<p style="text-align: center;">ON-LINE EDUCATION</p>
<p>PPB Magazine is published monthly (readership: 30,000)</p> <p>PPB Newslink is an e-mail publication distributed weekly (circulation: 21,000)</p> <p>Distributor and Supplier Updates are e-mail publications distributed monthly</p>	<p><i>stay on top</i> of industry news, research, and newest products <i>learn</i> from expert how-to features</p> <p><i>fast access</i> to industry news</p> <p><i>stay on top</i> of information relevant to your business</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 888.426.7724 ext 3046 (additional subscriptions) call: 866.620.7724 (advertising rates and specs)</p> <p style="text-align: center;">COMMUNICATION</p>
<p>Best Practices related to supplier–distributor transactions</p> <p>Recommended Guidelines For Distributors</p> <p>Recommended Guidelines For Suppliers</p> <p>Dispute Advisory Service is a peer advisory service for resolving disputes that involve specific orders</p>	<p><i>identify critical factors</i> central to business success</p> <p><i>more profitable</i> supplier-distributor relations</p> <p><i>more profitable</i> supplier-distributor relations</p> <p><i>foster improved relations</i> between suppliers and distributors</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>email: annel@ppai.org</p> <p style="text-align: center;">INDUSTRY RELATIONS</p>

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need

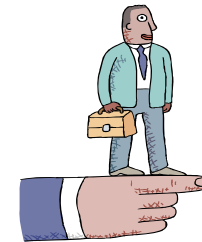


Business – Service It!

(Continued)

FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>credit reporting, exchange and alerts available with UPIC Credit Services</p> <p>recover your outstanding debt with Credit Decisions International</p> <p>turn receivables into cash, often within 24 hours, with The Interface Financial Group</p> <p>OrderTrax², the web-based software that connects suppliers and distributors from order through artwork to shipping</p>	<p><i>protect</i> your cash flow</p> <p><i>accelerate</i> your cash flow</p> <p><i>access</i> short-term working capital</p> <p>spend <i>more time doing business</i> and <i>less time running your business</i></p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p> <p>note: first network license free to members; other products and services fee-based with preferred members-only pricing</p>	<p>call: 800.279.6226 ext 641 email: upic@forius.com</p> <p>call: 800.922.9688</p> <p>call: 877.210.9748</p> <p>call: 877.210.9748</p> <p>CASH MANAGEMENT</p>
<p>access our members for some one-on-one exclusive mentoring</p>	<p><i>build</i> your networking community</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-member <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: 888.426.7724 (Margie Lindley) email: ppmn@ppai.org</p> <p>NETWORKING</p>

Need is a customer requirement
Feature defines our product
Benefit is a feature that satisfies a need
Useless is a feature that doesn't satisfy a need



Your Business – Share It!

FEATURE	BENEFIT	ELIGIBILITY	LET'S GET STARTED
<p>learn and network with industry leaders at the North American Leadership Conference</p> <p>learn and network with women in our industry at the Women's Leadership Conference</p> <p>learn and network with industry decision makers at the Suppliers' Forum</p>	<p><i>enhance</i> your business knowledge</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input type="checkbox"/> add'l fee</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input checked="" type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee</p> <p><i>note:</i> members-only preferred pricing</p> <p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input type="checkbox"/> distributors <input type="checkbox"/> free <input checked="" type="checkbox"/> add'l fee</p>	<p>PROFESSIONAL DEVELOPMENT</p>
<p>PPAI Awards recognize and honor industry professionals</p>	<p><i>showcase</i> your creativity, quality, excellence, and customer service</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	
<p>volunteer by serving on the PPAI Board of Directors, standing committees, advisory councils and task forces</p>	<p><i>share</i> your talent and knowledge to make an impact on the association and the industry</p>	<p><input checked="" type="checkbox"/> Members <input type="checkbox"/> and their employees <input type="checkbox"/> non-members <input checked="" type="checkbox"/> suppliers <input checked="" type="checkbox"/> distributors <input checked="" type="checkbox"/> free <input type="checkbox"/> add'l fee of</p>	<p>call: Lisa Beck @ 888.426.7724 ext. 3069 email: lisab@ppai.org</p>

What Are The Objectives?

- retain our current member base;
- create long term relationships with our members;
- spot and document industry and competitive trends through member feedback; and
- meet or exceed PPAI 2010 goal - 83+% retention.

MESSAGING CALENDAR
(a significant factor in “selling” customer loyalty)

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 0</p>	<p align="center">Welcome Call</p> <p align="center">MCS creates activity (STATUSHIST)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. I am calling to welcome you and thank you for joining! • Have you looked at new member information we sent? <ul style="list-style-type: none"> ○ Some of your benefits have enrollment processes. The sooner we get you started, the more we can contribute to your success. ○ Some programs benefit your employees as well as your company. - e.g., Choice Hotels, Kinkos, Fun Pass. • Have you had a chance to log into the UPIC directory and update your profile? <ul style="list-style-type: none"> ○ Please pay particular attention to the “business description” and “my products” located in the My Company tab – this will help distributors find you. ○ You may not know that Distributor Central (PPAI member) can augment your UPIC listing – distributors can see your product. • Have you visited the PPAI website? <ul style="list-style-type: none"> ○ Our website is “rich” with member information – while you’re learning your way around our offerings, please don’t hesitate to call me if you need some “quick” directions. • The average supplier/distributor of your size saves \$x,xxx by taking advantage of even your most obvious benefits. • I will follow-up in about 3 weeks to assist you in receiving full value from your membership. In the meantime, you can reach me at 888.426.7724. Remember, my goal is to help you achieve your goals! 	<p>Goal: speak to them!</p> <p>Alternative: voicemail NEW MEMBERS ONLY</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>

What Are The Objectives?

- retain our current member base;
- create long term relationships with our members;
- spot and document industry and competitive trends through member feedback; and
- meet or exceed PPAI 2010 goal - 83+% retention.

MESSAGING CALENDAR - continued
(a significant factor in “selling” customer loyalty)

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 1</p>	<p><i>Let’s Get You Off To A Good Start!</i></p> <p>IT creates activity (Month 1 Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. Have you had a chance to digest your benefit information since our last conversation? I am calling to thank you for your continued support – we value your membership. • Have you enrolled in your money-saving Business Partner programs? Just a reminder – the average supplier/distributor of your size saves \$x,xxx by taking advantage of even our most obvious benefits. I see you are saving \$x,xxx in your Business Partner programs. Are you aware of your other benefits? You could be saving more! • I’m sure you are aware by now that PPAI is much more than the 40+ amazing, budget-friendly benefits that more than offset your cost of membership. <ul style="list-style-type: none"> ○ We have tools to help you attract new business. ○ We provide you with the tools to provide world-class service to your customer. • What would you say is your most critical business need right now? (Discuss benefits and features from Benefits Matrix) • What do you need from me that will help you get started? How can I help you get the most from your membership in the coming year? • I will follow-up with you in a couple of months. In the meantime, if you have any questions on any of your member benefits, you can reach me at 888.426.7724. Remember, my goal is to help you achieve your goals! 	<p>Goal: speak to them!</p> <p>Alternative: voicemail</p> <p>NEW MEMBER RETAINED MEMBER ALL MEMBERS</p> <p>Note: close the activity</p> <p>Follow Up Date is blank Date Completed is today’s date</p>

What Are The Objectives?

- retain our current member base;
- create long term relationships with our members;
- spot and document industry and competitive trends through member feedback; and
- meet or exceed PPAI 2010 goal - 83+% retention.

MESSAGING CALENDAR - continued
(a significant factor in “selling” customer loyalty)

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 3</p>	<p><i>How Are You Settling Into Membership?</i></p> <p>IT creates activity (Month 3 Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. I’m calling to see if you have any questions on any of your member benefits. • We hope you are getting the full value from your PPAI membership – from your money-saving benefits to your “new business” and “service” tools. • Are you aware of your new benefit? (Give description of function and its benefit) • I am available anytime at 888.426.7724 to discuss your member benefits. Remember, my goal is to help you achieve your goals! 	<p>Goal: voicemail ALL MEMBERS</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>
<p>Month 6</p>	<p><i>What Benefits Are You Using?</i></p> <p>IT creates activity (Month 6 Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. I’m calling to see what member benefits you have taken advantage of in your first six months of membership. <i>Have you taken advantage of more of your Business Partner programs since last we spoke?</i> • What’s going on with your company? How can we help? (Discuss benefits and features from Benefits Matrix) • What would you say is your most critical business need right now? (Discuss benefits and features from Benefits Matrix) • Are you aware of your new benefit? (Give description of function and its benefit) • Have you considered the value of regional affiliates? Have you joined one of our regional affiliates? Can I provide you with any contact information? • I’m confident we can meet all your needs. Call me anytime at 888.426.7724. Remember, my goal is to help you achieve your goals! 	<p>Goal: speak to them!</p> <p>Alternative: voicemail NEW MEMBER RETAINED MEMBER ALL MEMBERS</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>

What Are The Objectives?

- retain our current member base;
- create long term relationships with our members;
- spot and document industry and competitive trends through member feedback; and
- meet or exceed PPAI 2010 goal - 83+% retention.

MESSAGING CALENDAR - continued
(a significant factor in “selling” customer loyalty)

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 9</p>	<p><i>Are You Getting Full Value?</i></p> <p>IT creates activity (Month 9 Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. I’m calling to see if you feel you are getting full value from your membership. • What member benefits are you using? (Find common theme and use to focus next question) • Are you aware that we also provide? (Discuss other features from Benefits Matrix) • What could PPAI be doing better or differently that would help you grow your business? • Are you aware of your new benefit? (Give description of function and its benefit) • We want you to succeed and PPAI can help. Call me anytime at 888.426.7724. Remember, my goal is to help you achieve your goals! 	<p>Goal: speak to them!</p> <p>Alternative: voicemail ALL MEMBERS</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>
<p>Month 10</p>	<p><i>The Value Statement</i></p> <p>IT creates activity (Month 10 Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. As you are aware, you are saving \$x,xxx more/less than the average supplier/distributor of your size. For your convenience, I am mailing you a copy of your Value Statement. Your statement will itemize your savings by benefit. • I am happy to assist you in exploring other/more benefits of membership. Please call me at your convenience at 888.426.7724. Remember, my goal is to help you achieve your goals! 	<p>Goal: voicemail ALL MEMBERS</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>
<p>Month 11</p>	<p><i>Preview of Renewal</i></p> <p>IT creates activity (Retention Call)</p>	<ul style="list-style-type: none"> • This is (name here) with PPAI. I’m calling today to remind you that your renewal date is fast approaching. • Please call me at 888.426.7724 if you have not received your invoice or if I can answer any questions regarding your membership and its benefits. Remember, my goal is to help you achieve your goals! 	<p>Goal: voicemail ALL MEMBERS</p> <p>Note: close the activity Follow Up Date is blank Date Completed is today’s date</p>

LAPSED MEMBER INITIATIVES
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 12</p>	<p>Reminder!</p> <p>MCS generates list (9th of month)</p> <p>Marketing blasts (10th of month)</p>	<p>Subject: Membership Alert</p> <p>It's time to renew your PPAI membership which expires at the end of this month. Remember, it's the membership that pays for itself and helps you grow your business! And, it comes with a no risk, no hassle Total Satisfaction Guarantee.</p> <p>We offer two convenient ways to pay. You can call me at 888-426-7724 ex-3055. If you prefer, you can pay online at www.ppai.org – just login with your email address and password and look for the “Dues Renewal” link (third one down).</p> <p>Need assistance? Have a question about your PPAI Member Benefits? Contact one of our Member Care Specialists at 888-426-7724 or email us at membership@ppai.org. Our goal is to help you achieve your goals!</p> <p>Thank you for your continued support of your trade association and your industry.</p>	<p>Goal: email</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>
<p>Month 12</p>	<p>Reminder!</p> <p>MCS generates list (19th of month)</p> <p>Marketing initiates (20th of month)</p>	<p>Hi! This is Connie with PPAI.</p> <p>It's time to renew your membership which expires at the end of this month. Remember, it's the membership that pays for itself! And, it comes with a no risk, no hassle Total Satisfaction Guarantee.</p> <p>It's easy to renew! Call me today at 888-426-7724 ex-3055 or renew your membership online at www.ppai.org.</p>	<p>Goal: voiceREACH</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
Month 13	<p><i>Where Are You?</i></p> <p>Sales Ops provides suspended member table (2nd of month)</p> <p>MCS generates metrics (2nd and 15th of month)</p>		
Month 13	<p><i>Where Are You?</i></p> <p>MCS generates list (4th of month)</p> <p>Marketing blasts (5th of month)</p>	<p>Subject: Your PPAI Membership Has Lapsed</p> <p>Your PPAI membership has lapsed. Remember, it’s the membership that pays for itself and helps you grow your business! And, with our Total Satisfaction guarantee, it’s the membership that comes with peace of mind.</p> <p>We don’t want to lose you as a valued PPAI member! Please call me today to renew (888-426-7724 ex-3055) and continue to enjoy your many member benefits.</p> <p>And, don’t forget to ask me how I can help you get even more value from your membership in the coming year.</p>	<p>Goal: email</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>
Month 13	<p><i>Where Are You?</i></p> <p>MCS generates list (9th of month)</p> <p>Marketing initiates (10th of month)</p>	<p>Hi! This is Connie with PPAI.</p> <p>Your PPAI membership has lapsed. Remember, it’s the membership that pays for itself and helps you grow your business! And, with our Total Satisfaction guarantee, it’s the membership that comes with peace of mind.</p> <p>Please call me today at 888-426-7724 ex-3055.</p>	<p>Goal: voiceREACH</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

<p>What Are The Objectives?</p> <ul style="list-style-type: none"> retain our current member base; and meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 13</p>	<p>Where Are You?</p> <p>Sales Ops generates list (15th of month)</p> <p>Sales Ops loads activities (15th of month over next 15 business days)</p> <p>MCS calls (per calendar loaded)</p>	<ul style="list-style-type: none"> Hi! This is Connie with PPAI, 888.426.7724 ex-3055. Your PPAI membership has lapsed. I see you saved \$x,xxx in your Business Partner programs last year. Are you aware of your new benefits? You could be saving more! Please help me understand why you’ve left us. <p align="center">or, alternatively</p> <ul style="list-style-type: none"> The average supplier/distributor of your size saves \$x,xxx by taking advantage of even our most obvious benefits. So could you! Please help me understand why you’ve left us. Are you aware of your new benefit? (Give description of function and its benefit) I’m sure you are aware by now that PPAI is much more than the 40+ amazing, budget-friendly benefits that more than offset your cost of membership. <ul style="list-style-type: none"> We have tools to help you attract new business. We provide you with the tools to provide world-class service to your customer. What would you say is your most critical business need right now? (Discuss benefits and features from Benefits Matrix) Have you considered the value of regional affiliates? Have you joined one of our regional affiliates? Are you aware we will pay for your first year’s membership? Can I provide you with any contact information? Call me anytime at 888.426.7724 ex-3055. Remember, my goal is to help you achieve your goals! 	<p>Goal: speak to them!</p> <p>Alternative: voicemail</p> <p>Note: there is an iMIS activity generated for each lapsed member except out of industry, out of business, business closed, business merged, retired</p> <p>Note: close the activity only if member renews; otherwise, set follow up date as same day, next month (Month 14)</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
Month 14	<p><i>How ‘Bout I Sweeten the Pot?</i></p> <p>MCS generates metrics (2nd and 15th of month)</p>		
Month 14	<p><i>How ‘Bout I Sweeten the Pot? (distributors)</i></p> <p>MCS generates list (4th of month)</p> <p>Marketing blasts (5th of month)</p>	<p>Subject: We Want You Back...And We’ll Sweeten The Deal</p> <p>Your PPAI membership has lapsed and we want you back. Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with a free, one-year subscription to the IDEA Source....an invaluable \$99 value.</p> <p>Looking for ways to grow your business? As always, we are here to help! The Idea Source is an easy-to-use web bank of nearly 2,000 promotional products campaigns developed by PPAI members and used successfully to grow their businesses.</p> <p>Trigger that “ah ha!” moment. Create new revenue streams. Start wildly successful promotional campaigns for your customers. Be a step ahead of your competition.</p> <p>Please call me today to renew (888-426-7724 ex-3055) and take advantage of this incredible offer.</p>	<p>Goal: email</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>
Month 14	<p><i>How ‘Bout I Sweeten the Pot? (distributors)</i></p> <p>MCS generates list (9th of month)</p> <p>Marketing initiates (10th of month)</p>	<p>Hi! This is Connie with PPAI.</p> <p>Your PPAI membership has lapsed and we want you back. Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with a free, one-year subscription to the IDEA Source....an invaluable \$99 value.</p> <p>Please call me today at 888-426-7724 ex-3055 and take advantage of this incredible offer.</p>	<p>Goal: voiceREACH</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 14</p>	<p><i>How ‘Bout I Sweeten the Pot?</i> <i>(suppliers)</i></p> <p>MCS generates list (4th of month)</p> <p>Marketing blasts (5th of month)</p>	<p>Subject: We Want You Back...And We’ll Sweeten The Deal</p> <p>Your PPAI membership has lapsed and we want you back. Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with complimentary UPIC advertising or list rental....an invaluable \$450 value.</p> <p>Looking for ways to promote your business to tens of thousands of qualified companies? As always, PPAI and UPIC are here to help.</p> <p>Trigger that “ah ha!” moment. Create new revenue streams. Be a step ahead of your competition.</p> <p>Please call me today to renew (888-426-7724 ex-3055) and take advantage of this incredible offer.</p>	<p>Goal: email</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>
<p>Month 14</p>	<p><i>How ‘Bout I Sweeten the Pot?</i> <i>(suppliers)</i></p> <p>MCS generates list (9th of month)</p> <p>Marketing initiates (10th of month)</p>	<p>Hi! This is Connie with PPAI.</p> <p>Your PPAI membership has lapsed and we want you back. Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with complimentary UPIC advertising or list rental....an invaluable \$450 value.</p> <p>Please call me today at 888-426-7724 ex-3055 and take advantage of this incredible offer.</p>	<p>Goal: voiceREACH</p> <p>Alternative: none</p> <p>Note: there is no iMIS activity generated</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
<p>Month 14</p>	<p><i>How ‘Bout I Sweeten the Pot?</i></p> <p>MCS “calendars” calls (see Month 13)</p> <p>MCS calls (per calendar)</p>	<ul style="list-style-type: none"> • Hi! This is Connie with PPAI, 888.426.7724 ex-3055. Please help me understand why you’ve left PPAI. Don’t lose out on our renewal incentives. Let’s talk soon! • Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with: <ul style="list-style-type: none"> ○ a free, one-year subscription to the IDEA Source....an invaluable \$99 value. or, alternatively ○ complimentary UPIC advertising or list rental....an invaluable \$450 value. • What questions can I answer about the benefits of membership? • I’m sure you are aware by now that PPAI is much more than the 40+ amazing, budget-friendly benefits that more than offset your cost of membership. <ul style="list-style-type: none"> ○ We have tools to help you attract new business. ○ We provide you with the tools to provide world-class service to your customer. • What would you say is your most critical business need right now? (Discuss benefits and features from Benefits Matrix) • Have you considered the value of regional affiliates? Have you joined one of our regional affiliates? Are you aware we will pay for your first year’s membership? Can I provide you with any contact information? • Please call me today at 888.426.7724 ex-3055. 	<p>Goal: speak to them!</p> <p>Alternative: voicemail</p> <p>Note: close the activity only if member renews; otherwise, set follow up date as same day, next month (Month 15)</p>

LAPSED MEMBER INITIATIVES - continued
(a significant factor in “exceeding” retention goals)

What Are The Objectives?

- retain our current member base; and
- meet or exceed PPAI 2010 goal - 83+% retention.

WHEN?	WHAT?	WHAT’S THE MESSAGE?	HOW DO I DELIVER THE MESSAGE?
Month 15	<p><i>Once More with Feeling!</i></p> <p>MCS generates metrics (2nd and 15th of month)</p>		
Month 15	<p><i>Once More with Feeling!</i></p> <p>MCS “calendars” calls (see Month 14)</p> <p>MCS calls (per calendar)</p>	<ul style="list-style-type: none"> • This is Connie, 888.426.7724 ex-3055. I’d really like to understand why you’ve left PPAI and you’re about to lose out on our renewal incentives. Let’s talk soon. • Just in case it isn’t enough that it pays for itself, helps you grow your business, and comes with the peace of mind of a Total Satisfaction Guarantee....we’ll sweeten the deal with: <ul style="list-style-type: none"> ○ a free, one-year subscription to the IDEA Source....an invaluable \$99 value. or, alternatively ○ complimentary UPIC advertising or list rental....an invaluable \$450 value. • What questions can I answer about the benefits of membership? • I’m sure you are aware by now that PPAI is much more than the 40+ amazing, budget-friendly benefits that more than offset your cost of membership. <ul style="list-style-type: none"> ○ We have tools to help you attract new business. ○ We provide you with the tools to provide world-class service to your customer. • What would you say is your most critical business need right now? (Discuss benefits and features from Benefits Matrix) • Have you considered the value of regional affiliates? Have you joined one of our regional affiliates? Are you aware we will pay for your first year’s membership? Can I provide you with any contact information? • What if I could reduce the “monthly” cost of your dues for this next renewal? • Please call me today at 888.426.7724 ex-3055. 	<p>Goal: speak to them!</p> <p>Alternative: voicemail</p> <p>Note: Offer up to 6 month incentive through a combination of “free” months (maximum of 3) and extended term. ONE TIME ONLY!</p> <p>Note: close the activity</p> <p align="right">Follow Up Date is blank Date Completed is today’s date</p>