



For Manufacturers' Reps Only!

# Become an ASA Sustaining Supplier Partner

Receive Year-Round Exposure for Your Brand



For only \$2,500, ASA Sustaining Supplier Partners will enjoy a wide range of benefits that help push their brands to the forefront.

## Sustaining Supplier Partnership Benefits Include:

- ➔ 1 comp registration for annual NETWORK Conference
- ➔ Company logo periodically displayed in ASA electronic communications, including its flagship *Insights* weekly e-newsletter to membership.
- ➔ Company logo and link to website displayed on homepage of asa.net
- ➔ Logo displayed at ASA produced events including NETWORK (in-person and virtual) annual national conference.

## Come Join Us!

Becoming an ASA Sustaining Supplier Partner gives your brand a boost in the continually growing PHCP-PVF industry -- delivering year-round results!

## 5 Reasons to become an ASA Sustaining Supplier Partner

- 365** Being an ASA Supplier Partner is a 365-day-a year marketing/promotional program that puts your company's brand out at the forefront of the PHCP-PVF supply chain.
- \$14B** Estimated combined annual sales generated by ASA distributors that attend yearly NETWORK events and participate in the popular wholesaler-distributor and vendor conference appointments at NETWORK.
- 150** Year-round exposure to market-leading PHCP-PVF distributors that appear in the annual Supply House Times Premier 150 distributor rankings, including all the national distribution firms.
- 1** Support the only national trade association and the development of its vital programs and initiatives that support and protect wholesale-distribution and the PHCP-PVF supply chain as a whole.
- 1** Stand apart as an industry leader! Be recognized as a driver in the PHCP-PVF industry.

# Sustaining Supplier Partnership Application

## For Manufacturers' Reps

We believe in the endeavors and goals of ASA being **the voice of the PHCP-PVF industry**. For that reason, we would like to invest by becoming a sponsor to fund ASA's goals.

Our \$2,500 Sustaining Supplier Partnership commitment is enclosed, payable to ASA and we have read and understand the sponsorship terms to the right.

Please send me an invoice to confirm my \$2,500 Sustaining Supplier Partnership.

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Company

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Contact Name Title

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Address

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City State Zipcode

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Telephone

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Email

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Signature Date

**Please Fax, Scan & Email, or Mail:**

American Supply Association  
500 Park Blvd, Suite 1125  
Itasca, IL 60143

**P:** 630-467-0000 **F:** 630-467-0001

**E:** partners@asa.net

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## Sponsorship Agreement Terms

### SPONSOR RECOGNITION

Company will be recognized as an ASA Supplier Partner, consistent with "qualified sponsorship" rules set forth in the Internal Revenue Code and the Treasury regulations thereunder. The placement, form, content, appearance and all other aspects of the identification and acknowledgment set forth in this provision shall be determined by ASA in its sole discretion. The parties agree that any use, acknowledgment or recognition of Company in ASA publications shall be in the sole discretion of ASA. It is understood that such recognition shall not include general advertising information such as messages containing qualitative or comparative language, price information, indications of savings or value, endorsements, or inducements to purchase, sell, or use the Company's products or services. Such sponsor recognition shall be based upon the level (Platinum, Gold, Silver, Bronze) selected by the Company as listed in the current ASA Supplier Partnership brochure.

### ACKNOWLEDGMENT

Company acknowledges and agrees that the recognition and sponsorship activities as set forth in this Agreement do not constitute, and shall not be represented as, an endorsement or recommendation by ASA of any product, service or other activity of the Company.

### ASA TRADEMARK

As an ASA Supplier Partner and in consideration of Company's payment of the sponsorship fee, Company is hereby licensed to use the ASA Supplier Partnership Trademark ("ASA Trademark") in a professional manner during the term of this Agreement. Use of the ASA Trademark may in no way imply ASA endorsement of Company's products or services. Any use of the ASA Trademark by Company deemed objectionable by ASA shall be discontinued.

### TERMINATION

Upon termination or expiration of this Agreement, Company shall immediately cease utilization of the ASA Trademark in connection with Company activities or for any other purpose. Any termination of this Agreement shall not release a party from paying any fees owed to the other party for any periods prior to or after termination.

### FORCE MAJEURE

No party shall be liable for any loss or damage or be deemed to be in breach of this Agreement to the extent that the performance of such party's obligations or attempts to cure any breach under this Agreement are delayed or prevented as a result of any event or circumstance beyond its reasonable control.

### MISCELLANEOUS

This Agreement may not be assigned, or the rights granted hereunder transferred or sublicensed, by either party without the express prior written consent of the other party. This Agreement supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties. The parties agree that this Agreement is not intended to, and does not, create any agency relationship of any kind between the parties.