



# BECOME AN ASA SUPPLIER PARTNER

TAKE YOUR MEMBERSHIP TO THE NEXT LEVEL

## COME JOIN US!

Becoming an ASA Supplier Partner gives your brand a boost with a growing, engaged industry. At any level you decide to participate in, this program delivers year-round results!

*“Being an ASA Supplier Partner means being part of the vision. It means partnering with ASA and its members to lead selflessly with a unified voice to make this industry relevant and sustainable.”*



**REBECCA FALISH**

Director of Wholesale Sales  
InSinkErator

## 5 REASONS TO BECOME AN ASA 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.

### ADVANCE YOUR OPPORTUNITY

630-467-0000 | [partners@asa.net](mailto:partners@asa.net)



**QUESTIONS?** Contact Us!  
630-467-0000 | [partners@asa.net](mailto:partners@asa.net)

PLATINUM	GOLD
<b>\$50,000</b>	<b>\$30,000</b>
Feature in ASA News section of Supply House Times magazine*	—
Company logo** periodically displayed in ASA News section of Supply House Times magazine*	Company logo** periodically displayed in ASA News section of Supply House Times magazine*
Company logo** and link to website displayed on homepage of asa.net	Company logo** and link to website displayed on homepage of asa.net
Logo** displayed at all ASA produced events	Logo** displayed at all ASA produced events
Company logo** in multiple issues of ASA Insights e-newsletter*	Company logo** in multiple issues of ASA Insights e-newsletter*
Special “Thank You” ad in the ASA Review quarterly printed magazine	—
6 comp registrations for annual NETWORK	4 comp registrations for annual NETWORK
Receives first access to NETWORK Wholesaler-Distributor & Vendor conference appointment scheduling software	Receives priority access to NETWORK Wholesaler-Distributor & Vendor conference appointment scheduling software
Company logo** in annual NETWORK brochure	Company logo** in annual NETWORK brochure
Company logo** included in all promotional material for annual NETWORK where supplier partners are listed	Company logo** included in all promotional material for annual NETWORK where supplier partners are listed
1 comp appointment table at the Wholesaler-Distributor and Vendor Conference Appointments at NETWORK	1 comp appointment table at the Wholesaler-Distributor and Vendor Conference Appointments at NETWORK
Company message included in annual NETWORK brochure (printed and electronic)	Company message included in annual electronic NETWORK brochure
Company promoted at all 3 meal events and the opening reception at annual NETWORK event. Must be a Platinum sponsor for 2 years to be considered or a Gold level sponsor moving up to Platinum for 3 years.	—
Opportunity for a banner ad on the ASA event mobile app during NETWORK	—
Company message delivered to NETWORK, ELEVATE and EMERGE distributor attendees in ASA’s mobile event app	—
1 Complimentary ELEVATE conference registration	—
1 Complimentary EMERGE conference registration	—
First access to attendee list for additional ASA events such as Emerging Leaders EMERGE and Women in Industry ELEVATE annual conferences	—
Exclusive sponsorship of ASA’s LEAD Strategic Planning Retreat with the industry’s leading distributors	—

**NOTE:** ASA service provider members in the Silver, Gold and Platinum Supplier Partner categories are eligible to participate in the wholesaler-distributor-vendor member conference appointments during NETWORK.

\* Logo placement in magazines, email communications, and at ASA events are at ASA's discretion. Special Content conditions apply to annual NETWORK brochure, Supply House Times magazine, and other publications.

\*\* Multiple logos may be provided.

SILVER	BRONZE
<b>\$15,000</b>	<b>\$7,500</b>
—	—
Company logo periodically displayed in ASA News section of Supply House Times magazine*	Company logo periodically displayed in ASA News section of Supply House Times magazine*
Company logo and link to website displayed on homepage of asa.net	Company logo and link to website displayed on homepage of asa.net
Logo displayed at all ASA produced events	Logo displayed at all ASA produced events
Company logo in multiple issues of ASA Insights e-newsletter*	Company logo in multiple issues of ASA Insights e-newsletter*
—	—
2 comp registrations for annual NETWORK	1 comp registration for annual NETWORK
Receives priority access to NETWORK Wholesaler-Distributor & Vendor conference appointment scheduling software	Receives priority access to NETWORK Wholesaler-Distributor & Vendor conference appointment scheduling software
Company logo in annual NETWORK brochure	Company logo in annual NETWORK brochure
Company logo included in all promotional material for annual NETWORK where supplier partners are listed	Company logo included in all promotional material for annual NETWORK where supplier partners are listed
1 comp appointment table at the Wholesaler-Distributor and Vendor Conference Appointments at NETWORK	—
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# SUPPLIER PARTNERSHIP APPLICATION

## FOR ASA MEMBERS ONLY

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 Supplier Partnership commitment at \_\_\_\_\_

level 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 Supplier Partnership at \_\_\_\_\_ level.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zipcode

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### PLEASE SCAN & EMAIL, OR MAIL:

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

**P:** 630-467-0000

**E:** partners@asa.net

## 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 herof; 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.