



## MEMBERSHIP CRITERIA

To be eligible for membership in NWPMA, a firm, corporation or individual must be actively engaged in the promotional products industry as a supplier, distributor, or supplier representative. An application for membership must be approved by a majority of the Board of Directors.

As used in the NWPMA Bylaws, the terms supplier, distributor and supplier representative are defined as follows:

A. Supplier. A supplier is a firm manufacturing, importing, converting, imprinting or otherwise processing promotional products for sale through promotional products distributors as its principal business, or maintaining a division or department devoted exclusively to this work. Membership in this Association shall not prevent such supplier from selling to anyone he chooses. To qualify for membership in the Association as a supplier, an applicant must:

(1) Have been engaged in the promotional products industry for at least one year as a Supplier (the personal experience of the applying official as an official of another firm in this industry is acceptable); and

(2) Have a minimum annual sales volume of promotional products and/or business gift products of \$50,000.00; and

(3) List at least ten promotional products distributors to whom the applicant has sold Promotional products and/or business gift products other than sample orders in the past six months;

Or, (4) be either a member in good standing of PPAI or a current ASI subscriber with a permanent ASI number.

B. Distributor. A promotional products distributor develops ideas for the use of promotional products as an advertising medium, buys such items from suppliers and sells them to end users. A distributor carries his own accounts receivables, sells and invoices completely in his own name, and operates his own place of business. Organizations such as advertising agencies, trade associations, cooperatives, public relations firms and other businesses which are normally customers of distributors are not eligible for membership in the Association as distributors. To qualify for membership in the Association as a distributor, an applicant must:

(1) Have been engaged in the promotional products industry for at least one year as a distributor (the personal experience of the applying official as an official of another firm in this industry is acceptable); and

(2) Have a minimum annual sales volume of promotional products and/or business gift products as a Distributor of \$50,000.00; and

(3) Sell to at least ten companies, none of which is connected to the applicant through stock ownership, common directors or officers, common ownership or any other means; and

(4) List at least ten promotional product suppliers from whom the applicant has purchased promotional products and/or business gift products other than sample products in the past six months;

Or (5), be either a member in good standing of PPAI or a current ASI subscriber with a permanent ASI number.

C. Supplier Representative. A supplier representative provides sales and/or marketing services for one or more promotional products supplier firms, which do their own invoicing. To qualify for membership in the Association as a Supplier Representative, an applicant must:

(1) Have been engaged in the promotional products industry as a Supplier Representative for at least one year (the personal experience of the applying official as an official of another firm in this industry is acceptable).