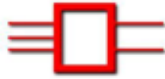


Answering the “WHY?” Question

Ask any manufacturer member of the 72-year-old Electronics Representatives Association (ERA) why his or her firm belongs, and the responses will vary. Just as each manufacturer produces varying products ... for many types of use ... by countless customers across all sectors of the electronics industry ... the reasons for belonging to ERA many and far-ranging. But the bottom line is that ERA helps you **better manage, understand and motivate your outsourced field sales force**. Thank you for taking the time to read about just some of the ways ERA is a wise investment. *(For a cost summary of the savings ERA membership delivers, see the back panel of this brochure.)*

MARKETING

To assist member manufacturers with finding qualified professional field sales representatives and to help rep members sell their principals' products, ERA offers a variety of resources, tools and programs.



• The Locator ...

... is an on-line directory of electronics industry reps, available 24-7 at no charge to manufacturer members worldwide. The Locator offers detailed search capability and data about each rep firm, including product specialization, personnel, optional services, sales volume, top customers and principals. Reps can update their own listings at any time, and manufacturer members can download their search results into their own systems.

• Lines Available and Hot Lines ...

... are weekly or instant bulletins sent to ERA rep members to alert them to manufacturers seeking representation. Manufacturer members can list in the Lines Available or Hot Lines Bulletins at no charge whenever and however often they choose. This service alone costs non-member manufacturers \$449 for two listings (versus the annual manufacturer membership dues of \$595 for unlimited Lines Available/Hot Lines usage and all the other benefits of belonging).

• DTAM (Distribution Total Available Market) Reports ...

... are developed annually by several ERA chapters for their territories. On a broader basis, the ERA 2008 Conference Committee is undertaking a project to collect basic DTAM data for all of North America.

• Sales Management and Marketing Tools ...

... are offered to ERA members by a number of highly qualified suppliers who truly understand the outsourced field sales function. ERA members are eligible for discounts on all the resources offered by companies such as Beganto, DataForce CRM, Empowering Systems, RPMS and Vortex Sales Solutions.

• ERA's Customized Survey Service ...

... provides members with the ability to easily create, transmit, tabulate and evaluate Web-based surveys of customers, reps, distributors and/or employees. ERA staff assistance is included in the low cost.

EDUCATION

Continuing education is a primary focus of ERA for both its professional field sales representative and manufacturer members. Some of the most valuable learning occurs on an informal, one-on-one basis among members, but organized and easily accessible resources, like the following, are also critical.



• National Conference and Other Events ...

... for reps and manufacturers offer how-to and informational programs, workshops and networking focused on sales management, marketing and sales/industry trends. A Manufacturer Advisory Committee helps plan the conference programs.

• ERA University ...

... provides member firm personnel, family members and others with hundreds of on-line business and personal development courses offered each month for only \$79 per course for 12 lessons (24 hours of instruction).

• The Representor Magazine ...

... is a quarterly periodical of 36-48 pages produced for electronics industry manufacturers and reps. The content covers: field sales processes; sales and rep firm management; marketing; rep-principal relationships; legal, tax, public relations, sales and technology advice columns; industry news; plus ERA chapter and marketing (product) group news.

• Contract, Evaluation and Other Guidelines ...

... are offered free to members (on ERA's Web site or by mail) for agreements between:

- reps and manufacturers;
- stocking reps and manufacturers;
- reps and employees;
- reps and sub-reps.

Also available at no charge are guidelines for:

- manufacturer interviews and evaluations of prospective reps;
- rep evaluations of prospective principals;
- forming and operating a rep council;
- making field visits to your reps;
- handling split commissions;
- reporting point-of-sale data;
- forging shared investment plans (to support new companies or product lines)

NETWORKING

Many ERA members say their most valuable membership ROI comes from networking with other manufacturers and reps and from building peer relationships across the globe. ERA facilitates networking in several ways.



• Locally, Nationally and Internationally ...

... via conferences (where some sessions are programmed exclusively for manufacturers), other events and various types of referrals. This is how many manufacturers: find new reps via and personal contacts; learn how fellow manufacturers are solving current problems; share best practices, e.g., regarding the technology, communications systems and software their peers use and why; and exchange industry information about trends, customers and more.

• Trade Show Activities ...

... including special Lines Available Bulletins (in which listings are free for members), business center services, on-site meeting space and programs are provided by ERA at major industry trade shows (e.g., EDS, the NSCA Expo, Electronica and Southcon).

ADVOCATING FOR THE REP SYSTEM AND PROFESSION

ERA is the only organization in the electronics industry that speaks and acts on behalf of your chosen method of going to market – the outsourcing of your field sales to professional reps. ERA advocates for the outsourced field sales function through *The Representor* and the previously



(continued on back panel)

described Contract, Evaluation and Other Guidelines and Trade Show Activities. In addition, ERA is also committed to these ongoing initiatives.

• **Advancing and Protecting the Rep Profession**

ERA joins with the 30+ member associations of the Manufacturers' Representatives Educational Research Foundation (MRERF), which ERA established in 1985, to continuously support rep firms, the rep profession and the manufacturers who outsource their field sales by: providing articles to industry periodicals about the value of reps to both manufacturers and customers; producing tools reps and manufacturers can use to weigh the rep-versus-direct question; interceding when customers pressure manufacturers to bypass their reps; supporting academic research and working with university business school and marketing department faculties and students to expand their knowledge of outsourced field sales.

• **The CPMR and CSP Programs**

These two academic offerings are the standards of rep professionalism. They benefit your reps and, ultimately, your company. Both are provided by the Manufacturers' Representatives Educational Research Foundation (MRERF). *See note about MRERF above.*

The CPMR (Certified Professional Manufacturers' Representatives) program, for current or future rep firm owners/presidents, runs one week a year for three years (each January at Arizona State University).

The CSP (Certified Professional Salesperson) program, for rep firm salespeople is a four-day course conducted in various cities each year.

Both courses conclude with formal examinations to earn the highly-respected CPMR or CSP certification. Many manufacturers are learning the value and long-term benefits of encouraging their reps to participate in these programs.

PURCHASING

ERA members receive discounts on a wide array of business products and services, including ERA University, ERA's Survey Service, major brands of rep-specific sales management and marketing software, telecommunication services, LifeLock identity protection insurance, office supplies, auto rentals and more.



Answering the \$\$\$ Question

So what's the bottom line, cost-wise, to belong to ERA? Just check out the table below to see what your company receives as a member (compared to non-member pricing) and other potential savings.

Product/Service FREE to Member	Non-Member Cost
Lines Available (unlimited use)	\$449 / listing
Locator Advanced Search Capability	\$325
<i>The Representor Magazine</i>	\$ 72
Contract, Evaluation & Other Guidelines	\$ 10 each
MINIMUM TOTAL:	\$856

Other SAVINGS include ...

- \$100 discount on ERA Conference registration fee
- Various discounts on software and other products and services from ERA Recognized Resources
- 10% Discount on LifeLock Identity Protection

PLUS ... Manufacturer members have access to these benefits that can only be estimated as **PRICELESS!**

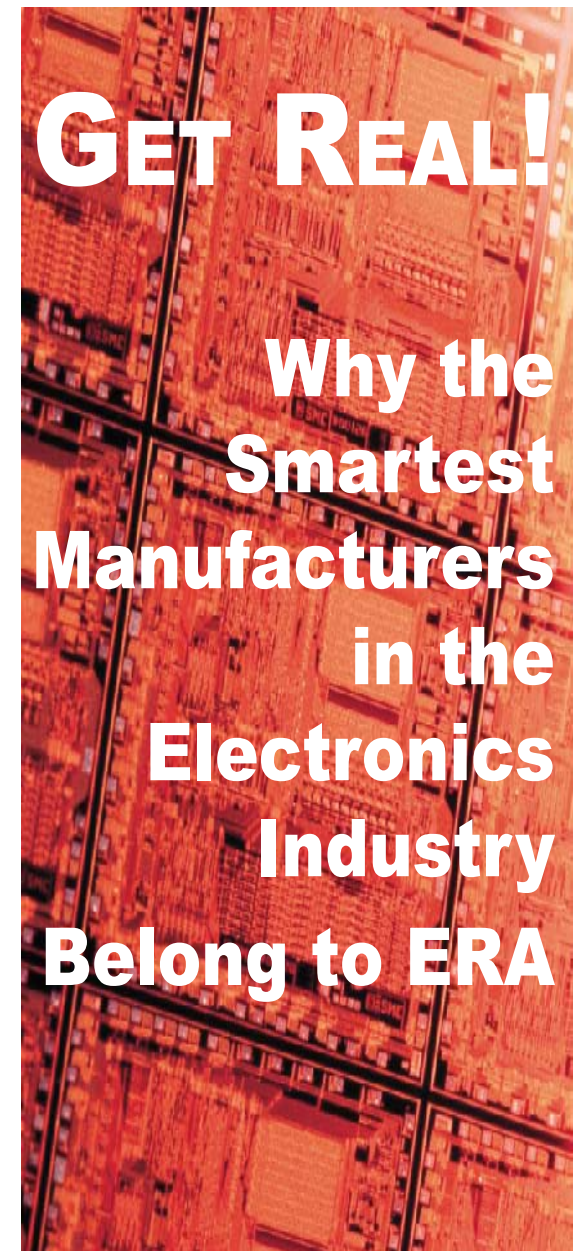
- Networking and sharing ideas, strategies and tips with experienced reps and fellow manufacturing executives
- Instant assistance from the ERA staff with questions or searches for information

Measure all these benefits and savings against ERA's annual dues for manufacturers:

\$595

**NOW ... are you ready to
GET REAL about
YOUR ERA membership?
Want to learn more about
what you may be missing?**

**For further details,
e-mail info@era.org or call
312-527-3050 or 800-776-7377.**



Electronics Representatives Association
300 West Adams Street, Suite 617 • Chicago, IL 60606
Phone: 312-527-3050 or 800-776-7377
Fax: 312-527-3783 or 800-372-3227
E-mail: info@era.org • URL: www.era.org



MANUFACTURER MEMBERSHIP APPLICATION

ELECTRONICS REPRESENTATIVES ASSOCIATION

300 W. Adams St., #617 • Chicago, IL 60606 • Phone: 312-527-3050 / 800-776-7377

Fax: 312-527-3783 / 800-372-3227 • E-mail: info@era.org • URL: www.era.org

MANUFACTURER MEMBER APPLICANT:

Company _____

Years in Business _____ Annual Sales _____

Address _____

City/State/Zip _____

Phone(s) _____ Fax _____

Co. E-Mail _____ URL _____

CONTACT INFORMATION: (Please list primary contact first. If necessary, use separate sheet for additional names.)

Name	Title	E-mail
1. _____	_____	_____
2. _____	_____	_____

Note: With this application please attach a current worldwide listing of your manufacturers' reps/sales agents. We will notify them that your company has joined ERA as a manufacturer member.

PRODUCT MARKETING GROUPS:

Please check appropriate Marketing Group. Dues include participation in all applicable National Marketing Groups.

- | | |
|--|--|
| <input type="checkbox"/> Communications (COM) | <input type="checkbox"/> Electronic Systems Integration Group (ESIG) |
| <input type="checkbox"/> Components (CM) | <input type="checkbox"/> Instrumentation, Automation & Controls (IAC) |
| <input type="checkbox"/> Computer (CP) | <input type="checkbox"/> Materials, Assembly, Production & Supply (MAPS) |
| <input type="checkbox"/> Consumer Electronics (CE) | <input type="checkbox"/> RF/Microwave & Wireless (RF) |
| | <input type="checkbox"/> Semiconductor (SEMI) |

CUSTOMER BASES (Please check all that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> 1. Industrial/OEM | <input type="checkbox"/> 7. Buying Groups | <input type="checkbox"/> 13. Broadcast/Studio |
| <input type="checkbox"/> 2. End User | <input type="checkbox"/> 8. Department Stores | <input type="checkbox"/> 14. Government |
| <input type="checkbox"/> 3. Distributor/Wholesaler | <input type="checkbox"/> 9. Mass Merch./Chains | <input type="checkbox"/> 15. Educational |
| <input type="checkbox"/> 4. Retailer/Dealer | <input type="checkbox"/> 10. Public Utilities | <input type="checkbox"/> 16. Medical |
| <input type="checkbox"/> 5. Value Added Reseller (VAR) | <input type="checkbox"/> 11. Telephone Operating Cos. | <input type="checkbox"/> 17. Avionics |
| <input type="checkbox"/> 6. Contractor/Installer | <input type="checkbox"/> 12. Military/Aerospace | <input type="checkbox"/> 18. Institutions |

FEE:

Annual Dues (includes Manufacturer Membership in all Marketing Groups)

TOTAL DUE: \$ 595.00 (U.S. Funds)

PAYMENT METHOD:

Check enclosed OR charge to: Mastercard Visa American Express Discover Diners

Card # _____ Exp. Date _____

I hereby authorize ERA to send me faxes and/or e-mails containing association-related information.

SIGNATURE _____ **Date** _____

Title _____

FOR OFFICE USE ONLY

Date Received _____

Member I.D. _____