

NAFED, INC.**2023****Vendor Opportunities Agreement**

National Association of Food Equipment Dealers

The following is a commitment to participate in the selected NAFED Activities. Agreeing to the below does not necessarily guarantee a spot in the specified activity, since space is limited.

Name: CDN**Training and Conference Opportunities:**

Meetings are by invitation only and are restricted by hotel, time, and dealer participation. Preferences will be taken into account but the meetings may not be able to accommodate all preferences.

Vendor/Principal Purchasing Conferences

Preference: Fall or Spring

Spring

March 12-15

Phoenix, AZ

Cost: \$5600

Fall

September 10-13

Dallas, TX

Cost: \$5600

Spring ☒

Contact for Invitation

Shawn DiGruccio

Email for Invitation

shawn@cdnw.com**Product Training Webinars:**

Contact for Invitation

Shawn DiGruccio

Email for Invitation

shawn@cdnw.com**Marketing Opportunities:**

Marketing opportunities are by invitation only. Preferences will be taken into account and the group will try to accommodate all preferences. The group uses the flyers as an anchor to our marketing program. We will be making available to the dealers additional marketing opportunities based off of flyer offerings for items such as eblasts, flipbooks, smaller flyers distributed during the quarter, etc. NAFED has given NAFED dealers more ability to customize their flyers including pricing (MAP will be maintained).

Flyer Participation Prices

(Early Bird Special 10% If Form Received by 12/31/22)

Full Page

\$2940 (\$2650 w/discount)

Half Page

\$1890 (\$1700 w/discount)

Quarter Page

\$1070 (\$963 w/discount)

Flyer Preferences:

	Requested Page Size		Requested Page Size
2nd Quarter 2023 Flyer	<u>1/2</u>	4th Quarter 2023 Flyer	<u>1/2</u>
3rd Quarter 2023 Flyer	<u>1/2</u>	1st Quarter 2024 Flyer	<u>1/2</u>

2024 Calendar

Cost: \$2400 per page

Interested Month _____

2024-2025 Reference Guide

1 - 2 pages - cost: \$2150 each

3 - 5 pages - cost: \$1940 each

6 - 9 pages - cost: \$1830 each

10+ pages - cost: \$1720 each

Requested
No of Pages

_____***New Option* Promotional/Training Video - cost: \$200**

Requested # of Videos _____

Art Work Contact: Linda KnappProof Contact: Linda KnappPayment Contact: Jan MurtaghEmail: linda@cdnmeasurement.comEmail: linda@cdnmeasurement.comEmail: jan@cdnmeasurement.com**Other Marketing Opportunities:**

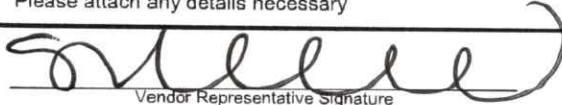
NAFED in an attempt to better service the NAFED Dealers and Vendors would like to put together a list of opportunities for additional marketing types. This list would be distributed to our dealers so they could develop dealer specific marketing plans. NAFED will then assist with the approval and collect the funds on behalf of the dealer. Please select any of the following your organization would find benefit in for 2022. If there are additional opportunities not listed please list in the blank spaces below. Thank you.

☐ Dealer Website Ads☐ Email Signature Ads☐ Email Blasts☐ Internet Search AdWords☐ Post Card Mailings☐ Showroom Event/Training☐ Social Media Ads☐ Telephone On Hold Ads☐ Vehicle Magnets

Other Opportunities/Suggestions: _____

MAP PolicyMAP Discount: n/a

Please attach any details necessary



Vendor Representative Signature

10/31/22

Date

Any questions or additional opportunities please contact Teresa Brown at 843-669-7453 Ext. 302.

2 Year Master Reference Guide

Product Selection and Advertising Request for NAFED

2022-2023	Reference Guide- Both Print and 2 Year E-Catalogs	No. of pages
	1 - 2 pages - cost: \$1725 each	
	* note a 3rd page will cost you only +\$1200 - 30% savings	
	3 - 5 pages - cost: \$1550 each	<u>5</u>
	* note a 6th page will cost you only +\$1046 - 33% savings	
	6 - 9 pages - cost: \$1466 each	
	* note a 10th page will cost you only +\$606 - 59% savings	
	10+ pages - cost: \$1380 each	
	Video additions - Cost \$200 each x ___ quantity supplied	
Proof Contact:	<u>Linda Knapp - Linda@CDN</u> <u>measurement.com</u>	
Payment Contact:	<u>Jan Murtagh</u>	
Vendor Authorized Agent:	<u>Jan@CDNmeasurement.com</u> <u>Jan Murtagh</u>	Date: <u>6-17-2021</u>

Please complete this form sign no later than **June 20th** and return to teresa@nafedinc.com and cc. lee@nafedinc.com and brettm@summitcat.com or call 843-665-6254.

Sincerely,

Teresa K. Brown
Chief Operating Officer
NAFED, Inc.

Please send your product selection list to brettm@summitcat.com

For new adds follow these guidelines for page commitments. We would like you to consider 4-page segments at a minimum, to keep our customers focused on your lines.

Think in terms of a presentation and the SKUs that support that presentation.

- If equipment vendor, please supply six different groupings/collections of items and with related SKUs that could be represented by one image.
- If you are a smallwares or countertop (light equipment) vendor, please supply ten different groupings/collections of items with related SKUs that could be represented by one image.

*(Not all items will be used). The committee will consider all items. For adds Complete all areas in **Green**, and we will take it from there.

1. **SKU/Model Number**
2. **Product Name**
3. **Brief Description, Item Specs (helps the research department)**
4. **Video Training / Educational for catalog inclusion for 2 years will run at a \$100 rate/per yr**

Also, let us know if you would like to be considered in other product categories.

Questions you may have on product selection. Contact Brett Moore at Summit Catalog Co. He can be reached at brettm@summitcat.com or 303.694.4545 x12.

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National Association of Food Equipment Dealers

The following is a commitment to participate in the selected NAFED Activities. Agreeing to the below does not necessarily guarantee a spot in the specified activity, since space is limited.

Company Name: CDN - Component Design Northwest, Inc.

Training and Conference Opportunities:

Meetings are by invitation only and are restricted by hotel, time, and dealer participation. Preferences will be taken into account but the meetings may not be able to accommodate all preferences.

Vendor/Principal Purchasing Conferences

Preference: Fall or Spring

Fall

Spring

March 20-23

Ft. Lauderdale, FL

Cost: \$5000

Fall

September 11-14

Dallas, TX

Cost: \$5000

Contact for Invitation

Shawn DiGruccio

Email for Invitation

shawn@cdnw.com

Training Expo

Cost: \$5500

June 6 - 8, 2022 in Raleigh, NC

Contact for Invitation

Shawn DiGruccio

Email for Invitation

shawn@cdnw.com

Product Training Webinars:

Contact for Invitation

Shawn DiGruccio

Email for Invitation

shawn@cdnw.com

Marketing Opportunities:

Marketing opportunities are by invitation only. Preferences will be taken into account and the group will try to accommodate all preferences. The group uses the flyers as an anchor to our marketing program. We will be making available to the dealers additional marketing opportunities based off of flyer offerings for items such as eblasts, flipbooks, smaller flyers distributed during the quarter, etc. NAFED has given NAFED dealers more ability to customize their flyers including pricing (MAP will be maintained).

Flyer Participation Prices**(Early Bird Special 10% If Form Received by 12/31/21)**

Full Page

\$2530 (\$2300 w/discount)

Half Page

\$1610 (\$1465 w/discount)

Quarter Page

\$920 (\$835 w/discount)

Flyer Preferences:

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2nd Quarter 2022 Flyer	1/2	4th Quarter 2022 Flyer	1/2
3rd Quarter 2022 Flyer	1/2	1st Quarter 2023 Flyer	1/2

2023 Calendar

Cost: \$2200 per page

Interested Month _____

Other Marketing Opportunities:

NAFED in an attempt to better service the NAFED Dealers and Vendors would like to put together a list of opportunities for additional marketing types. This list would be distributed to our dealers so they could develop dealer specific marketing plans. NAFED will then assist with the approval and collect the funds on behalf of the dealer. Please select any of the following your organization would find benefit in for 2022. If there are additional opportunities not listed please list in the blank spaces below. Thank you.

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☐ Email Signature Ads
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☒ Internet Search AdWords
☐ Post Card Mailings
☒ Showroom Event/Training
☐ Social Media Ads
☐ Telephone On Hold Ads
☐ Vehicle Magnets

Other Opportunities/Suggestions:

MAP Policy

Please attach any details necessary

MAP Discount: _____

Shawn DiGruccio

Digitally signed by Shawn DiGruccio
Date: 2021.11.12 13:37:04 -0500

Vendor Authorized Agent

11/12/21

Date

Any questions or additional opportunities please contact Teresa Brown at 843-669-7453 Ext. 302.