



PRO Dealer Group Membership Application

PART I – APPLICATION FOR PRO DEALER GROUP MEMBERSHIP (All fields are required; all responses will remain confidential)

Company Name: _____ Dealer Principal Name: _____

Additional Dealer Principals? Yes No If Yes, How Many? _____

Will more than one Dealer Principal attend the meetings? Yes No

Company Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

BTA and PRO Dealer Group will communicate with you primarily via email. Please indicate your approval of email communications from BTA and PRO Dealer Group: I Agree I Do Not Agree
If you do not agree, please indicate preferred method of communication. _____

Number of Current Branches and Locations (Including Parent): _____

Number of Years in Business: _____ # of Employees (Including Owners): _____ Full time _____ Part time

Current Authorized Territories: _____

Any Current Plans to Open in Other Territories? Yes No If Yes, Where? _____

Business Model (check all that apply) Office Equipment Dealer Computer Networking Printer Service Dealer

Other (please explain) _____

Annual Revenue \$ _____ Financial Year-End Date _____

Products/Authorized Vendor Relationships _____

Servicing Dealer? Yes No If Yes... Copier/MFP? Yes No

Printer? Yes No

Networks? Yes No

PCs? Yes No

Other? Yes No

Why are you interested in joining BTA's PRO Dealer Group?

What outcomes do you expect from your membership in this Group?

Are you currently a BTA Member? Yes No

If No, please complete Part II – Application for BTA Membership. If Yes, skip to Part III – Guidelines for Participation.



PRO Dealer Group Membership Application

Part II – Application for BTA Membership

COMPANY INFORMATION

Company Name: _____

Street Address: _____ PO Box: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____ Country: _____

Phone: (____) _____ Fax: (____) _____ Web Address: _____

Occasionally, BTA makes its member list available to companies who wish to present opportunities to our members.

locations _____ # employees (include owners) _____ Year business established ____ Annual revenue \$ _____

CONTACT NAMES:

Principal Contact: _____ Title: _____ E-mail Address: _____

Sales Contact: _____ Title: _____ E-mail Address: _____

Service Contact: _____ Title: _____ E-mail Address: _____

PRODUCT INFORMATION Please indicate the products you sell or the services you provide (check all that apply).

<p>Equipment / Products</p> <p><input type="checkbox"/> Audio/Video Presentation Equipment</p> <p><input type="checkbox"/> Bar Coding Equipment</p> <p><input type="checkbox"/> Binding Equipment/Supplies</p> <p><input type="checkbox"/> Cash Registers/Points of Sale</p> <p><input type="checkbox"/> Check Writing/Protection Equipment</p> <p><input type="checkbox"/> Computers/Accessories/Supplies</p> <p><input type="checkbox"/> Copiers (MFPs)-B&W/Accessories/Parts/Supplies</p> <p><input type="checkbox"/> Copiers (MFPs)-Color/Accessories/Parts/Supplies</p> <p><input type="checkbox"/> Duplicating Equipment/Parts/Supplies</p> <p><input type="checkbox"/> Facsimile Equipment/Parts/Supplies</p> <p><input type="checkbox"/> Filing Systems/Electronic Organizers</p>	<p><input type="checkbox"/> Furniture</p> <p><input type="checkbox"/> Identification Systems/Labeling Equipment</p> <p><input type="checkbox"/> Mailing/Shipping Equipment/Supplies</p> <p><input type="checkbox"/> Networking Products/Services</p> <p><input type="checkbox"/> OCR Scanners</p> <p><input type="checkbox"/> Office Supplies</p> <p><input type="checkbox"/> Paper Handling Equipment</p> <p><input type="checkbox"/> Phone Answering Equipment</p> <p><input type="checkbox"/> Power Protection</p> <p><input type="checkbox"/> Printers-B&W/Accessories/Supplies</p> <p><input type="checkbox"/> Printers-Color/Accessories/Supplies</p> <p><input type="checkbox"/> Recycled/Remanufactured Equip/Supplies</p> <p><input type="checkbox"/> Security Equipment/Systems</p> <p><input type="checkbox"/> Shredders</p> <p><input type="checkbox"/> Software Development/Sales/Support</p>	<p><input type="checkbox"/> Time Recording Equipment</p> <p><input type="checkbox"/> Typewriters/Accessories/Supplies</p> <p><input type="checkbox"/> Other _____</p> <p>Services</p> <p><input type="checkbox"/> Circuit Board Repair</p> <p><input type="checkbox"/> Consulting</p> <p><input type="checkbox"/> Equipment Rental</p> <p><input type="checkbox"/> Financing/Leasing</p> <p><input type="checkbox"/> Insurance</p> <p><input type="checkbox"/> Internet Solutions</p> <p><input type="checkbox"/> Publishing</p> <p><input type="checkbox"/> Service/Repair</p> <p><input type="checkbox"/> Training/Education</p> <p><input type="checkbox"/> Other _____</p>
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MEMBERSHIP Categories and Classifications

Retail Dealer memberships:

\$ 430.00 1-10 locations (1 year membership – receive \$400 in coupons)

\$ 795.00 1-10 locations (2 year membership – receive \$950 in coupons)

INVESTMENT

Select one:

Payment Enclosed (Make check payable to **Business Technology Association**)

MasterCard Visa American Express

Card Number: _____ Exp. Date: _____ CVV: _____ Card Holder's Name: _____

TOTAL: \$ _____

I hereby apply for membership in **Business Technology Association**: Signature: _____ Date: _____

PART III – GUIDELINES FOR PARTICIPATION

PRO DEALER GROUP
PARTICIPATION DOCUMENTS

This PRO Dealer Group consists of members of the Business Technology Association who desire to learn more about operating a successful dealership. In order to meet this goal participants will be required, among other things, to provide and share confidential, financial and strategic information regarding their business. To further the group's goals and ensure confidentiality and trust among all participants, each participant agrees as follows:

- (1) To remain a member of the Business Technology Association throughout participation in the PRO Dealer Group.
- (2) To maintain all confidential and proprietary information each participant in the strictest confidence and not to disclose to anyone the confidential information presented or discussed in conjunction with or during the course of a PRO Dealer Group meeting.
- (3) That participation in the PRO Dealer Group will terminate, with no dues refunded, if there is a change of participant's ownership, the failure to attend two consecutive meetings, failure to fully participate in the annual survey or a violation of the provisions of these Guidelines.
- (4) The annual fees for participation for the first year shall be nine hundred ninety-five (\$995.00) dollars, which shall allow full participation in the PRO Dealer Group and the right to cast one vote for the election of the President-Elect/Vice President, Treasurer/Membership Chair and Secretary.
- (5) To attend BTA's ProFinance 2.0 course within the first six months of membership in the PRO Dealer Group, if the member has not attended ProFinance 2.0 since its launch in 2011.

Read, Accepted and Agreed:

Company Name: _____

Signature: _____

Printed Name: _____

Date: _____

PART IV – PROFESSIONAL’S DISCLAIMER & CONFIDENTIALITY AGREEMENT

The purpose of the Business Technology Association is to provide essential services that help independent office technology dealers to succeed in a changing marketplace. BTA is sharply focused on meeting the most critical needs that are vital to the success of its members. The mission of the Business Technology Association is to facilitate making information technology resellers successful by providing education, training and certification; serving as an international forum for the exchange of ideas; advocating industry issues and providing essential business support services. This program is an example of that mission and purpose at work.

The PRO Dealer Group program is offered to office technology dealers and their employees in order to help dealers improve performance and effectiveness, thus making their businesses more profitable. All of us in this program then, come together in order to learn and benefit from each other’s experiences. If we are to mingle as dealers and dealer employees, a “Professional’s Agreement” **does** and **must** exist throughout and following this program, in your contacts and conversations with each other as well as with non-participants. The information discussed during this program is **highly confidential**, as it relates to the financial performance of your companies. It is therefore imperative that all attendees/facilitators/speakers/participants agree to keep the information learned about others in the course of this program **highly confidential**.

Thank you very much for your understanding and for embracing this agreement. With these guidelines in place we can all proceed with the confidence that the information shared will remain confidential.

In the PRO Dealer Group meeting, it may be almost impossible to forego mention of a particular system, product, software or manufacturer when describing equipment or in giving examples, or in answering attendee questions. This will be kept to a minimum; however, where such a product or manufacturer’s name is used, you should understand that its use constitutes neither an endorsement nor a condemnation by BTA or PRO Dealer Group of the product or manufacturer.

BTA’s and PRO Dealer Group’s policy is not to endorse or condemn any product or manufacturer nor to advocate a particular method of operation for your business or any pricing policy or marketing philosophy that can in any way be construed as a violation of the Sherman Antitrust Act or any other federal or local statute.

Nothing said here is intended to obtain agreement between any facilitators/speakers/participants concerning prices, wages, terms and conditions of sale or division of markets.

I have read and agree to the Professional’s Disclaimer and Confidentiality Agreement set forth above and hereby apply for membership in Pro Dealer Group:

Company Name

Date

Signature

Printed Name

Complete this application, being sure to sign the PRO Dealer Group Participation Guidelines and Professional’s Disclaimer and Confidentiality Agreement, and return all pages to: Brent Hoskins at brent@bta.org or Business Technology Association, 12411 Wornall Road, Suite 200, Kansas City, MO 64145. Questions? Call 816-303-4040. Completed applications may also be faxed to 816-303-4056.

PRO Dealer Group membership is contingent upon application approval and payment of \$995 annual membership dues.

PART V – CODE OF CONDUCT

PRO DEALER GROUP
CODE OF CONDUCT

The PRO Dealer Group was organized to provide a forum in which members can share successful business strategies and their execution. Built upon a geographically exclusive basis, members are free to share their ideas knowing they are not being disclosed to competitors in their marketplace. This atmosphere permits the sharing of financial benchmarks, marketing successes, compensation plans and product mix. To continue the purposes for which the PRO Dealer Group was founded and assure the continued free exchange of information the members agree as follows:

- (1) In all dealings, members shall treat each other, suppliers and end users in a fair, equitable and ethical manner.
- (2) To maintain the confidentiality of all information provided or shared at meetings and through the group.
- (3) To receive all information provided for the purposes intended and not to use it adversely against the member who provides it or any other member.
- (4) To recognize the investment members make in human resources for their business, and not solicit or encourage employees of a member to terminate their employment.
- (5) To compete fairly and legally within the marketplace.
- (6) To provide this Code of Conduct to all employees and insist upon strict adherence.

Read, Accepted and Agreed:

Company Name: _____

Signature: _____

Printed Name: _____

Date: _____