

CCRA VIP VENDOR PROGRAM

Vendors in Partnership

What Stores Say about VIP Vendors:

"A vendor who has the VIP designation is a vendor who I can confidently believe understands the college and university technology business and will be a partner in my success as a campus reseller."

- John Gorsuch,
UNC-Chapel Hill



Vendors In Partnership
CCRA

How can VIP warm up your cold calls? It's the inside track to becoming a trusted business partner and making a lasting impression in a multi-billion dollar collegiate market.

Real relationships—and the rewards that come with good business.

The Campus Computer Resellers Alliance (CCRA) provides information and advice to stores dealing with the rapid changes of the higher education technology marketplace. As an anchor in this time of change,

the Vendors in Partnership Program is one way CCRA advocates for its members and helps provide the programs and services campus resellers need to thrive.

The VIP designation indicates to CCRA member stores that the company meets CCRA's standards for a higher education technology program. It's a vote of confidence that makes purchasing decisions easier for members and building relationships easier for you.

Campus resellers looking for products and programs look first to CCRA VIPs!

VIP Benefits:

- Insight into the market through face-to-face meetings with the Partnership Development Committee.
- Formalized feedback on your program from CCRA member resellers.
- Participation in CCRA strategic planning.
- Special recognition at the Conference & Trade Show.
- Column space in CCRA's newsletter, *The Bridge*, and opportunities to submit articles.
- Complimentary use of the CCRA mailing list once each quarter and the opportunity for licensed use of the CCRA database.
- Recognition on the CCRA web site, including a link to your site.
- Use of the VIP logo.

These benefits are in addition to your corporate member benefits!

Make the move to join the elite companies who are already reaping the rewards of VIP status. Let your customers know that you have made a commitment to strengthen the higher education technology market.

For more information, please call Julie Simonson at (800) 622-7498, ext. 2409 or e-mail: jsimonson@ccra.org, or Kelly Lynch, ext. 2345 or e-mail: klynch@ccra.org. Visit us online at www.ccra.org.

CCRA Corporate Member and VIP Benefits

	Corporate	VIP
Complimentary use of the CCRA mailing list	Semi-annually	Quarterly
Opportunity for licensed use of CCRA database		X
Subscription to <i>The Bridge</i> newsletter	X	X
Advertising opportunities in <i>The Bridge</i>	X	X
Inclusion in VIP Column in each issue of <i>The Bridge</i>		X
Opportunity to submit articles for <i>The Bridge</i>		X
VIP vendor satisfaction survey feedback		X
Input into vendor satisfaction survey design		X
Contact list generated from survey respondents		X
Use of CCRA Corporate Member logo	X	X
Use of VIP logo		X
Participation in CCRA strategic planning		X
Programs highlighted on CCRA web site with hot link to company web site		X
Subscription to electronic distribution list, <i>The Loop</i>	X	X
Participation in the online discussion forum	X	X
CCRA Conference & Expo Benefits:		
Member booth fees	X	X
Pre-conference mailing labels	X	X
Post-conference attendee list	X	X
Priority booth placement		X
Participation in conference planning	X	X
Highlighted in conference program		X
CCRA Corporate Member sign to display in booth	X	X
CCRA VIP sign to display in booth		X
Recognized during various conference events		X



What Current VIPs Say:

"The VIP program helps D&H create programs and policies that benefit the channel. The feedback from the Partnership Development Committee and the Vendor Satisfaction Survey results provide the benchmarks necessary to ensure that D&H continues to provide quality service to our campus resellers."

— Lynn Gorecki,
D&H Distributing

"The strategic planning sessions give us an opportunity to shape Ingram Micro's program."

— Glenn Woolingham,
Ingram Micro