

HBRACT Member Service Affinity Program

Vendor Application for Proposal

This application must be completed in full by any vendor so the HBRACT can evaluate all proposals on a consistent basis. Please forward application to HBRA of CT, 3 Regency Drive, Suite 204, Bloomfield, CT 06002. Tel: 860-216-5858; Fax: 860-206-8954, or E-Mail: admin@hbact.org.

Is the vendor a member of a local association in CT? Yes; No

If Yes, which local association: Eastern CT Fairfield County Central CT* Northwest CT
(check as many as apply) (* Central CT is the merged HBRA of Greater Hartford and HBRA of New Haven County)

Applicant's (Vendor Company's) Name (Please print or type all information):

Contact Person:

Address:

City/State/Zip:

Phone: _____ Fax: _____ E-Mail: _____

Please answer all of the following questions about the vendor's product or service proposal in a separate letter addressed to the HBRA of CT:

A. Product/Service

1. Provide a product/service description.
What is the offer? What are the benefits to HBRACT members? What makes this a special offer to HBRACT members? Is the product or service available statewide?
2. Identify the market demand and audience need.
Is there a need (not currently being met) and a market for this product or service? How was that need determined? Is the product or service not currently available to the membership and/or has it been customized to meet specific member needs?
3. Provide information on product performance.
What has past performance been for this product or service? Supply applicable statistics.
4. Identify the product's competitors.
Who are they? How does this program compare to its competition? Are competing programs accessible to members?

B. Vendor Expertise

1. Provide information on the vendor's reputation.
Provide information on other successful programs managed by the vendor. Provide up to three references from other organizations or clients related to the same product or service. Can other proof of reputation and quality be provided? Include all relevant background information.

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2. Provide details on the vendor's capabilities regarding program operations. How will logistics of business operations (developing, maintaining, promoting, and servicing the product) be handled? Provide details on customer service capabilities (how will our members be treated?).

C. Promotional Activities

1. List the vendor's responsibilities for the promotion of the product or service. What promotional activities will the vendor provide and/or support?
Note: Any vendor advertising with the association shall be done under separate arms length agreement at normal terms.

D. Revenue

1. Provide information on the financial benefit to members.
Will a discount be offered to members that is not otherwise available? Yes No
If Yes, what discount will be offered?
2. Provide information on the revenue potential for the HBRACT.
Will this generate revenue for the association? Will the association's royalty revenue be based on a flat fee or on usage or sales or the product or service? Can details of the compensation plan be provided along with projections? Include three-year revenue model or estimates.
2. Furnish an outline of the reporting procedures to be used for the program.
Will reports be provided to HBRACT? How often and how detailed? Provide samples.

E. Legal

1. Provide information on potential liability to the Association.
Please provide relevant background and details on previous or pending litigation that relates directly or indirectly to the products and/or services presented in the proposal.

Each of the above items must be specifically addressed and answered in full or applications will be returned. Applicants are also encouraged to submit any supporting information that would be helpful to the staff and HBRACT leadership that oversees the Member Service Affinity Program. The Board of Directors has delegated authority to the HBRACT Executive Committee to make final decisions to accept or reject applications or request further information, but may on occasion accept direct review and confirmation or rejection of specific applications.

The vendor understands that approval of this application for the vendor's promotion of its product or service to our members is NOT AN ENDORSEMENT of either the product or service or of the vendor or vendor's representative or sales people. Neither the HBRA of CT's name or logo may be attached to or connected with the vendor's product or service without a specific Royalty Agreement that authorizes such use executed by the HBRACT and the vendor. The HBRACT's standard Royalty Agreement under this Member Service Affinity Program is attached. Neither the HBRACT nor the vendor incur any responsibility until a Royalty Agreement is executed by the HBRACT and vendor.

Signature of Vendor Representative

Date

Print name of Vendor Representative (if different from contact person on reverse side):