Maximizing the growth and potential of distribution professionals through benchmarking, research, continuing education and training.
The NBMDA Educational Development Program’s objective is to grow the most important asset of the channel — its people.

Why Should You Invest in Education for Your Employees?
• Increase employee motivation and effectiveness
• Improve employee retention and recruitment
• Greater bottom-line returns

Why Should You Support the NBMDA Education Development Program?
• Quality educational tools and resources at low cost
• Distribution-oriented programming
• Smarter competitors
• Invest in tomorrow’s industry leaders

Value-Added Features of the Sponsorship Program:
• Year-long exposure and special recognition of your firm’s support of distributor education
• A single invoice each year covers all of your NBMDA expenses
• Multiple opportunities to win $10,000 in prize drawings

The NBMDA Educational Development Program provides funding to support the industry’s strong need for additional training resources at competitive prices. With your support, NBMDA can continue to develop and offer modern, cost-effective, and dynamic solutions for employee training that can benefit not only the companies that participate, but also the industry as a whole.

Unparalleled Education and Research Offerings:

• Guest speakers — Annual Convention
  Our annual event features some of the best and brightest topical experts covering the distribution channel and general business.

• University of Innovative Distribution (UID)
  The premier training conference for distribution professionals each spring. Held in conjunction with Purdue University in Indianapolis, this three day event features the best minds in distribution presenting on topics of high relevance to distributors and manufacturers.

• University of Innovative Distribution (UID) In-A-Day
  This one-day abbreviated UID experience is held each fall on the day preceding the NBMDA Annual Convention providing distribution managers with a concentrated day of training.

• NBMDA Sales Resource Center
  This program recognizes the unique, relationship-building requirements of distributor sales: repetitive sales calls made to a defined customer base, with a wide variety of products and services to sell. Gain access to the largest body of online content for this selling situation available anywhere in the world.

• Technology-Focused Training Boot Camps
  In partnership with TSL Marketing, NBMDA offers two programs. Social Media X-Training provides executive training on the latest trends in social media. The Principles of Digital Marketing program gives your team the know-how to increase awareness and generate pipeline opportunities.

• NBMDA Research Center
  In partnership with Cleveland Research Company, NBMDA provides members with an ongoing series of exclusive research reports focused on hot industry topics of high importance to both distributors and suppliers.

• NBMDA Distribution Sales Webinar Series
  Explore “You Can Always Sell More...By Increasing Your Competitive Selling Advantage” with Jim Pancero
  This advanced distribution sales webinar series will help your team increase your competitive selling advantage and overall selling success.

• The Perfect Storm
  NBMDA launched a six-part webinar called the “Perfect Storm” on the rise of transportation costs and how to manage this challenging dynamic.

• Online Training Specifically For Branch Managers
  Coming in 2020! Branch managers are accountable for a variety of responsibilities and thus they need training that is specific to their vital role. NBMDA is excited to launch an online training program in partnership with Jim Ambrose that specifically targets managers of distribution branch locations. Stay tuned for details!

• NBMDA's Roster of Benchmarking Reports — Annual Financial Benchmarking & Compensations Reports plus Quarterly Sales Trends & Economic Trends
GOLD LEVEL

Annual Donation: $12,000

Complimentary Items Include:
- New! Opportunity to offer trial membership to two distributor prospects of choice ($3,000+ value)
- Sponsorship of the Annual NBMDA Networking Reception at the IWF Fair in Las Vegas ($3,500 value)
- Annual membership dues ($3,500 average value)
- One (1) Annual Convention booth ($2,100 value)
- Two (2) Annual Convention registrations ($1,800 value)
- Annual Convention Speaker sponsorship ($4,000 average value)
- Opportunity to invite unlimited number of prospective distributors to attend Annual Convention as your guest (*must meet qualifications)
- Ten (10) drawing tickets ($1,000 value)
- Bi-annual compensation report ($500 value)

Special Recognition:
- Logo placement on NBMDA website
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Logo in onsite schedule and advance program
  - Recognition in event app
  - Recognition from podium
  - Donor lapel pin
  - Logo on signage outside of each speaker session

SILVER LEVEL

Annual Donation: $7,500

Complimentary Items Include:
- One (1) Annual Convention booth ($2,100 value)
- Two (2) Annual Convention registrations ($1,800 value)
- Five (5) drawing tickets ($500 value)

Special Recognition:
- Company name listed on NBMDA website
- Recognition in NBMDA newsletter
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Name listed in onsite and advance programs
  - Donor ribbon

BRONZE LEVEL

Annual Donation: $3,500

Complimentary Items Include:
- Two (2) drawing tickets ($200 value)

Special Recognition:
- Company name listed on NBMDA website
- Recognition in NBMDA newsletter
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Donor ribbon

Tax Notice: Please note that this contribution will not be deductible as a charitable contribution for federal income tax purposes as NBMDA does not qualify for this type of deduction under Internal Revenue Code 170.

"We are proud to participate in NBMDA’s Education Development program which promotes trainings and content focused on helping distributors become more efficient and competitive. This program not only benefits our company, but the industry as a whole."

— Chris Schlabach, Vice President of Sales, VT Industries, Inc
“The Gold Level donation for a Distributor is a no brainer...simply do the math. The value within the bundle of services provided is simply too good to pass up. Don’t miss the deal!”
— Jamie Barnes, President/COO, McKillican International, Inc.

We Could Not Do It Without Our Donor’s Support

The Educational Development Program provides funding to support the distribution channel’s strong need for additional training resources and opportunities at competitive prices. With the support of these donors, NBMDA continues to develop and offer modern, cost-effective, and dynamic solutions for executive and employee training that benefit the distributors that participate and the industry as a whole. Thank you to our gold level supplier donors of the 2019 NBMDA Educational Development Program:
The NBMDA Educational Development Program

Please complete all information and fax to NBMDA 312.644.0310 or mail to 330 North Wabash, Ste. 2000, Chicago, IL 60611.

DONATION LEVEL

Supplier/Service Provider Commitment:  
- Gold: $12,000  
- Silver: $7,500  
- Bronze: $3,500

Distributor Commitment:  
- Gold: $5,000  
- Silver: $2,500  
- Bronze: $1,500

CONTACT INFORMATION

Name ____________________________ Title ____________________________
Company ____________________________
Address ____________________________
City __________________ State/Prov. ________ ZIP/Postal Code ________
Phone ________ Fax ________
Email ____________________________

OFFICIAL IDENTIFICATION

Contributor hereby notifies NBMDA that the name of the company is to appear in print with capitalization, abbreviations (if any) and punctuation as follows:

GOLD LEVEL DONOR REMINDER: Please send an electronic high-resolution version of your company logo to info@nbmda.org.

PAYMENT OPTIONS

☐ Check payable to NBMDA

Please contact NBMDA Headquarters to submit payment by credit card.

Please Note: This is a 2020 program and thus, dues for Gold Donors will be extended for the 2020/2021 dues cycle; complimentary booths, sponsorships and convention registrations will be applied to the 2020 Annual Convention.

Tax Notice: Please note that this contribution will not be deductible as a charitable contribution for federal income tax purposes as NBMDA does not qualify for this type of deduction under Internal Revenue Code 170.