

10/23/12

For Immediate  
Release

**Join Today  
Contact the MDNA  
National Office**



## MDNA

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22314

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**Machinery Dealers  
National Association**

**MDNA is proud to introduce  
our new "Premier Vendor" Networking/Marketing Program**



# PREMIER VENDOR

## Machinery Dealers National Association

The Premier Vendor Program is designed to strengthen and broaden the relationships between MDNA Members and our key industry supporting vendors, by bringing MDNA Members together with Used Machinery Industry partners through marketing and networking opportunities. MDNA has always encouraged strong ties between our members and those companies that support our businesses. Now for the first time ever the MDNA wants to formally recognize and reward those companies that help MDNA Members do what they do best, Buy and Sell Used Metalworking and Used Capital Equipment Machinery.

Premier Vendor Annual Fee is \$750

### MDNA Premier Vendor benefits include:

- 30% off exhibit cost at convention (a typical table costs \$1,500.00 so the savings would be \$450.00)
- Listing in the MDNA website back office (box with label as Premier Vendor that would go to a list of the vendors and links to their websites)
- Listing in the Electronic Buyer's Guide Premier Vendors would be allowed to purchase display ads in the Electronic Buyer's Guide
- Allowed to attend and host chapter meetings
- Allowed to attend convention as a paid attendee (not annual meetings)
- Can rent the MDNA member list 2x per year at a discounted rate of 25% off of nonmember rate
- New Premier Vendor introduction in MDNA Biweekly Eblast
- 10% discount for Locator and Locator Online Display Advertising
- Half price advertising for first month in Locator and Locator Online advertising
- Allowed to attend AMEA events



**PREMIER VENDOR APPLICATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Year Established: \_\_\_\_\_

Name(s) of Principals or Owner(s): \_\_\_\_\_

\_\_\_\_\_

Name(s) of Active Manager(s): \_\_\_\_\_

\_\_\_\_\_

Name of Customer Contact: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

**Names of MDNA members you have done business with in the past (Company and individual contact):**

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**Names of MDNA Sponsors (2 required): Company name – Name of individual**

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**General Description of your business and services offered (this will be published in our descriptive listings, may be amended in the future, and is limited to 150 words):**

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Applicants Statement: Applicant understands and agrees that this application is for participation in the MDNA Preferred Vendor Program for One Year only, that acceptance of this application is at the sole discretion of the MDNA, and that if not accepted, for any reason, Applicant will have no claim of any kind against the MDNA, its officers, directors or committee members. Applicant further understands and agrees that renewal of participation is not promised or guaranteed, is solely at the discretion of MDNA, and if not offered at the end of any term, Applicant will have no claim of any kind against MDNA, its officers, directors or committee members.

Applicant further agrees that any mark, logo, seal or emblem which evidences their participation in the Preferred Vendor Program shall remain the property of the MDNA, and Applicant shall cease use of such property upon expiration or termination of participation in the Program.

The Annual MDNA Premier Vender Fee is \$750

By signing below, signer asserts that he (or she) is authorized to represent Applicant, submit this application, and agree to the terms hereof.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For office use

Date of application _____	Sponsor forms completed #1 ___ #2 ___
Published date _____	Approved date _____



### PREMIER VENDOR SPONSORSHIP FORM

Qualified Sponsors must be MDNA members and must have conducted business transactions with the Applicant.

Applicant's Name: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

How often have you done business with this company in the past? \_\_\_\_\_ How recently? \_\_\_\_\_

What is your understanding of the service provided by the applicant?

\_\_\_\_\_  
\_\_\_\_\_

What was the nature of the service provided, and your satisfaction with it?

\_\_\_\_\_  
\_\_\_\_\_

To your knowledge/experience, does the applicant deal in the purchase or sale of capital equipment?

\_\_\_\_\_  
\_\_\_\_\_

Sponsor company name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_