



DESCRIPTION OF THE MAX PREFERRED PARTNER PROGRAM

The MAX Association Preferred Partner Program is designed to be a win-win-win arrangement for MAX, MAX members and our Preferred Partners. It is a network of vendors who offer services and/or products used by the MAX membership. MAX selects only one preferred vendor for each service/product line.

It was established:

- To bring new business to our preferred partners. It also gives opportunity for continued exposure and strengthening of existing customer relationships who are MAX members.
- To assist the membership with their purchasing power.
- To diversify MAX Association revenue to keep membership dues as low as possible

The basic premise is:

- The preferred partner will pay an annual marketing fee to MAX.
- Through various methods, MAX will assist the vendor to connect with the organizations within the MAX membership.

Benefits to our Preferred Partners:

- Exclusivity – There will be no other company with your product or service in the MAX Preferred Partner Program.
- Access to MAX membership
 - Link to your company (you determine the landing page) on MAX Website
 - Mention and contact information in MAX Update sent to membership each month
 - Full Page advertisement in MAX Annual Report
 - Exhibit table at annual MAX conference
 - Mention from Dais at annual MAX conference
 - Opportunity to design and speak at forums/workshops with membership or various workgroups (i.e. HR, CFO, CEO) of your choice
 - Attendance at quarterly MAX membership meetings and monthly committee meetings
 - Distribution of promotional material at membership meetings and other meetings as appropriate.



The process to become a preferred partner:

- Complete the attached form
 - Return the form via email to Dconway@maxassociation.org
 - **Submit payment to**
MAX Association
PO Box 304
Washington Crossing, Pa 18977
- OR**
- **Mail completed form and payment to:**
MAX Association
PO Box 304
Washington Crossing, PA 18977
 - **Questions call Diane Conway @ (215) 817-0325 or email**
Dconway@maxassociation.org
 - **Preferred Partner submits the marketing fee annually upon receiving invoice**
 - **The preferred partner year is from Jan to Dec. If the agreement is signed during the year, the marketing fee will be pro - rated.**