

Regional Association: \_\_\_\_\_ Contact Name/Title: \_\_\_\_\_

## Membership Development *(earn up to \$500)*

- ☐ **\$250** — Submit a plan / timeline for a membership recruitment campaign *(funds can be used to print materials, hire a telemarketer, provide incentive to volunteers, etc.)*.
- ☐ **\$250** — Submit recap report and samples of collateral on the membership recruitment campaign including metrics (positive, or negative) with permission to share as part of regional best practices.

## Engagement Programs and Events *(earn up to \$700)*

### **\$400 — Professional Development Live Event presented / hosted by PPAI *(select one)***

- ☐ Education Session (at any tradeshow)
- ☐ Dinner Meeting / Annual Meeting Keynote Session
- ☐ Product Safety Aware Training
- ☐ Lunch 'n Learn
- ☐ Town Hall Session
- ☐ Breakfast Session
- ☐ Facilitate an Open Forum Session on Crowd-sourced Topics for Members and Non-members
- ☐ Complimentary booth for PPAI at annual tradeshow (Show Date: \_\_\_\_\_)
- ☐ Other *(subject to PPAI review)*: \_\_\_\_\_
- ☐ **\$200** — Recognize PPAI as a premium-level show sponsor on all pre-show, onsite and post-show marketing / e-mails / materials and signage.
- ☐ **\$100** — Include PPAI President's letter in show directory and display PPAI collateral near registration area.

## Regional Development *(earn up to \$925)*

### **\$400 — Regional Board Session facilitated by PPAI staff *(select one)***

- ☐ Tradeshow / Events
- ☐ Volunteer Development & Recruitment
- ☐ Governance—Bylaws / P&P Development
- ☐ Board Orientation & Optimization
- ☐ Strategic Planning
- ☐ Special Request Topic *(subject to PPAI review)*: \_\_\_\_\_
- ☐ Membership Recruitment / Retention \_\_\_\_\_
- ☐ **\$325** — PPAI will reimburse ASAE annual dues, upon receipt of proof of payment, for the regional association *(ASAE provides resources, education, ideas and best practices to enhance the power and performance of the association community)*.
- ☐ **\$200** — Participate in the RAC Annual Benchmarking Study.

## Governance & Marketing Activities *(earn up to \$375)*

- ☐ **\$250** — Receive PPAI membership list in your territory with permission to use in return for providing member roster and post-show attendee and exhibitor lists to Regional Relations with permission to use for outreach, communication and membership marketing.
- ☐ **\$125** — Provide Bylaws, P&P and Board roster annually to Regional Relations.



# 2016 Regional Engagement Program

*New for 2016 — earn up to \$2,500!*

## **Benefits and Services Available through the Regional Affiliate Program**

### **Benefits for Your Members:**

- FedEx Advantage® Program
- Discounted PANTONE® products
- Product Safety Aware training
- PPB subscriptions (digital)
- PPEF Regional Named Scholarship Program
- Complimentary access to the Regional Affiliate Lounge at The PPAI Expo

### **Benefits for Your Association:**

#### **Regional Association Support—**

- LDW (includes 3-night hotel stay, meals and conference registration) for up to 5 attendees
- Regional Boot Camp at LDW for President, Incoming President and Executive Director
- Bylaws and Policies & Procedures Review
- PPAI Shared Volunteer Program
- Publicity for regional events through *PPB Newslink*, *PPB Magazine* and *Regional Affiliate Newsletter*
- Vendor Resource Directory
- RAC Delegate Assembly/RAC Delegate Work Groups
- Universal Regional Membership Application (URMA)
- Discounted advertising in *PPB Magazine* (print & digital)
- PPAI Product Responsibility tools / education
- Promotional Products Work! Week toolkits, templates and graphics
- PPAI Law support/outreach
- Membership Toolkit, templates and samples

#### **Professional Development—**

- Automated transcript updates
- Complimentary CAS/MAS course validation
- Access to PPAI webinar content

#### **Marketing Support—**

- 20 complimentary marketing hours annually (*reduced rate for additional hours*)
- PPAI member and prospect lists
- Promotion of regional tradeshows through PPAI Industry Calendar and RAC website
- Survey templates
- Best practices / samples library
- Permission to republish *PPB Magazine* articles

#### **Regional Affiliate Partner Programs—**

- PANTONE® Regional Royalties Program
- FedEx Advantage® Program
- Cvent registration and payment processing services
- Discounted rates on conference calling services through Premiere Global services

**Please complete and return this form to Melissa Weber**  
**By Friday, January 15, 2016**  
**Via e-mail to [MelissaW@ppai.org](mailto:MelissaW@ppai.org), or by fax to 972/594-4028**