

## Partner Criteria

An AMBA Partner is defined as a US-based company or US-based division that is dependent on or has a vested interest in the mold manufacturing industry; whose primary/core business is serving mold manufacturing companies with mold components, mold bases, mold texturing and other service or products related to the mold manufacturing/alteration processes; and who does not otherwise qualify as a Member. The Board of Directors must approve all Partner applications. In deciding whether to approve a Partner application, the Board of Directors will consider the potential use of Partner goods and/or services by AMBA Members.

## Partner Opportunities

**Discount Programs:** AMBA provides several discount programs for members/partners to utilize that will help improve profitability such as Grainger, Benesch Legal Resource Program, FedEx, YRC, First American Payment and more.

### EXPOSURE AND BRANDING

**Company Description and Hyperlink:** Included on AMBA's SEO Driven website is a tab called "Partners". This section provides the opportunity for Partners to have a brief overview of the company with a hyperlink to the Partner's website.

**Annual Conference:** Tabletop exhibits and sponsorship options are available for this annual event. All exhibitors and sponsors will receive maximum exposure through all conference materials and AMBA's conference website, [www.amba.org/conference](http://www.amba.org/conference), as well as continual coverage during the event. AMBA Partners receive 28% discount on conference exhibits.

**Plant Tour Sponsorship:** Priority sponsorships are available for plant tour events on a limited basis. AMBA Partners must sponsor in order to attend. Sponsorships vary depending upon facility availability and are accepted on a first-come, first-served basis.

**Knowledge-Sharing Webinars:** Special rates on hosting webinars that share the Partner's knowledge and expertise on industry products, services or new technologies with AMBA members and non-members. AMBA will coordinate, promote and record an informative 60-minute webinar to AMBA members and the moldmaking community at large.

**AMBA Forum:** The AMBA forum/BLOG is the online communication resource for members. Partners have access to post and respond to needs of members.

**Spotlights on New Products:** Upon submission, AMBA will include spotlights on new products and services in the monthly Ebeat and in *The American Mold Builder* magazine.

### ADVERTISING

**The American Mold Builder magazine:** *The American Mold Builder* introduces a fresh approach to reporting on the latest market trends, technologies, products/services and AMBA news. With a quarterly print circulation of nearly 5,000, it continues to be one of the industry's leading sources for US moldmaking news and technologies. *AMBA Partners are eligible for a 15% discount on print advertising.*

**AMBA's EBeat:** Distributed monthly to over 4,000 industry professionals, AMBA's online newsletter connects with customers and prospects, reaches decision-makers and builds your visibility in the moldmaking industry. This cost-effective advertising vehicle offers numerous choices to get in front of a national audience and drive traffic through direct links to the Partner's website.

**Sourcebook Membership Directory:** This annual membership directory is a key resource in the industry and creates a direct link to current and potential customers at a fraction of the cost expected. With an increased circulation of over 1,500 annually, AMBA distributes directories to AMBA members, as well as to additional mold manufacturers and mold buyers at trade shows and other industry events within the global marketplace. *AMBA Partners are eligible for a 15% discount on print advertising.*

**Banner Ads on AMBA Website:** **This option is available to AMBA Partners and Premier Partners only.** Banner ads rotate randomly on [www.amba.org](http://www.amba.org) to feature banner advertising on nearly every AMBA website page. A direct link is provided to the Partner's website, increasing web traffic.

## Premier Partner Opportunities

**Premier Partners:** AMBA Premier Partners are AMBA Partners who provide additional value exclusively to AMBA members by offering a special program, service, discount, warrantee, etc. **This program is at no additional cost to AMBA Partners.**

### ADDITIONAL BENEFITS

**Company Logo:** Premier Partner website listings are separate from standard partners and include a company logo on the Partner page, a company description and the company name hyperlinked back to the Partner's website.

**Premier Partner Logo:** AMBA has created a special logo for Premier Partners, which can be uploaded to the Partner's website.

**Member Benefits Book:** Premier Partners will be listed in the upcoming Member Benefits Book which will be sent to AMBA members, distributed at trade shows and industry events and shared with mold manufacturing prospects.

**Cross-Media Promotion:** Premier Partner offerings will be promoted through several different media channels.

**FREE Enews Banner or Webinar:** Upon availability, Premier Partners receive a free banner ad in the Ebeat newsletter or may facilitate a webinar sharing their knowledge and expertise on industry products, services or new technologies with AMBA members and non-members.

**Direct Mail Campaign:** AMBA will send either a direct mail piece or personalized email to the membership on behalf of Partner member (excludes postage). Partner will be responsible for creating mail piece/email message for distribution.

**AMBA**

# American Mold Builders Association

## PARTNER APPLICATION

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

**Primary Contact:** *This person has voting privileges and receives all mailings, including the quarterly AMBA publication.*

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

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

**Secondary Point of Contact:**

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

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

**Company Description:**\_\_\_\_\_  
\_\_\_\_\_**Premier Partner Offering:**\_\_\_\_\_  
\_\_\_\_\_

## Membership Investment

<b><u>\$ of Annual Sales</u></b>	<b><u>Annual Dues Amount</u></b>
\$500,000 or less	\$750
\$500,000 - \$1 million	\$1000
\$1 - 10 million	\$1500
\$10 - 25 million	\$2500
\$25 - 50 million	\$3500
\$50 million and up	\$5000

**\*Premier Partner Program - no additional cost****Payment Method:**    **Check** (*Payable to AMBA*)    **Visa**    **MasterCard**    **American Express**

Credit Card #: \_\_\_\_\_ 3-digit Security Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Email: \_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Billing Address with Zip Code: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Printed Name:** \_\_\_\_\_**Please send application and payment to:**