



PART I – APPLICATION FOR SDG MEMBERSHIP (All fields are required; all responses will remain confidential)

Company Name _____ Dealer Principal Name _____

Additional Dealer Principals? Yes No If Yes, How Many? _____

Will more than one Dealer Principal attend the meetings? Yes No

Company Address _____

City, State, ZIP _____

Phone _____ Fax _____ E-mail _____

BTA and Select Dealer Group will communicate with you primarily via e-mail. Please indicate your approval of e-mail communications from BTA and SDG: I Agree I Do Not Agree

If you do not agree, please indicate preferred method of communication. _____

Number of Current Branches and Locations (Including Parent) _____

Number of Years in Business _____ # of Employees (Including Owners) _____ Full time _____ Part time _____

Current Authorized Territories (Please list Counties) _____

Any Current Plans to Open in Other Territories? Yes No If Yes, Where? _____

| Current Manufacturers Represented | Authorized? | Current Manufacturers Represented | Authorized? |
|-----------------------------------|--|-----------------------------------|--|
| _____ | <input type="radio"/> Yes <input type="radio"/> No | _____ | <input type="radio"/> Yes <input type="radio"/> No |
| _____ | <input type="radio"/> Yes <input type="radio"/> No | _____ | <input type="radio"/> Yes <input type="radio"/> No |
| _____ | <input type="radio"/> Yes <input type="radio"/> No | _____ | <input type="radio"/> Yes <input type="radio"/> No |

Core Business

Annual Revenue
\$ _____

Other Product Lines Carried

\$ _____
\$ _____
\$ _____

Financial Year-End Date _____

| | | |
|--|--|---|
| Servicing Dealer? <input type="radio"/> Yes <input type="radio"/> No | If Yes... Copier? <input type="radio"/> Yes <input type="radio"/> No | Network? <input type="radio"/> Yes <input type="radio"/> No |
| | Printer? <input type="radio"/> Yes <input type="radio"/> No | PC? <input type="radio"/> Yes <input type="radio"/> No |
| | Fax? <input type="radio"/> Yes <input type="radio"/> No | Other? <input type="radio"/> Yes <input type="radio"/> No |

Why are you interested in joining BTA's Select Dealer Group?

What outcomes do you expect from your membership in this Group?

Are you currently a BTA Member? Yes, Member # _____ No
If No, please complete Part II – Application for BTA Membership. If Yes, skip to Part III – Guidelines for Participation.



PART II – APPLICATION FOR BTA MEMBERSHIP

Company Name _____
Street Address _____ PO Box _____
City _____ State/Province _____ ZIP/Postal Code _____ Country _____
Phone (____) _____ Fax (____) _____ Web Address _____

May we include your fax and e-mail information in the Membership Directory? o Yes o No Occasionally, BTA makes its member list available to companies who wish to present opportunities to our members. If you prefer not to receive such information, please indicate here. o

CONTACT NAMES: (first name listed receives all mail)

Principal Contact _____ Title _____ E-mail Address _____
Sales Contact _____ Title _____ E-mail Address _____
Service Contact _____ Title _____ E-mail Address _____

Heard about BTA from/Referred by (name & company) _____

Check the level of membership desired:

- o \$ 430.00 (One-year membership with \$400 in coupons to apply toward BTA education)
o \$ 795.00 (Two-year membership with \$950 in coupons to apply toward BTA education – Plus you save \$65!)



PART III – GUIDELINES FOR PARTICIPATION

SELECT DEALER GROUP PARTICIPATION REQUIREMENTS

Select Dealer Group consists of members who desire to learn more about operating a successful dealership. In order to meet this goal, participants will be required, among other things, to provide and share confidential, financial and strategic information regarding their business. To further the group's goals and ensure confidentiality and trust among all participants, each participant agrees as follows:

- 1) To remain a member of the Business Technology Association throughout their participation in the Select Dealer Group.
2) To maintain all CONFIDENTIAL and PROPRIETARY INFORMATION of each participant in the strictest confidence and not to disclose to anyone the Confidential Information presented or discussed in conjunction with or during the course of a Select Dealer Group Meeting.
3) That participation in the Select Dealer Group will terminate, with no dues refunded, if any of the following occurs:
- there is a change of participant's ownership
- failure to attend two consecutive meetings (three meetings held annually)
- SDG members may NOT expand business into another SDG member's territory
- failure to fully participate in the annual financial survey that establishes financial benchmarks
- Note: Attending BTA's ProFinance workshop is highly encouraged in order to ensure financial benchmarks are being compared accordingly – SDG members receive a 15% discount. Visit www.bta.org/ProFinance to register.
4) The annual fees for participation for the first year shall be nine hundred and ninety-five dollars (\$995.00), which shall allow full participation in the Select Dealer Group and the right to cast one vote for the election of the Group Chairperson, Chairperson Elect and two (2) membership committee members.

Read, Accepted and Agreed:

Company name: _____
Signature: _____
Printed Name: _____
Date: _____

Select Dealer Group membership is contingent upon application approval and payment of membership dues.



PART IV – PROFESSIONAL’S DISCLAIMER & CONFIDENTIALITY AGREEMENT

The Purpose of Business Technology Association is to provide essential services that help independent technology resellers to succeed in a changing marketplace. BTA is sharply focused on meeting the most critical needs that are vital to the success of its members. The Mission of Business Technology Association is to facilitate making information technology resellers successful by providing education, training and certification; serving as an international forum for the exchange of ideas; advocating industry issues and providing essential business support services. This program is an example of that Mission and Purpose at work.

The Select Dealer Group program is offered to qualified business equipment and systems dealers and their employees in order to help dealers improve performance and effectiveness, thus making their businesses more profitable. All of us in this program then, come together in order to learn and benefit from each other's experiences. If we are to mingle as dealers and dealer employees, a "Professional's Agreement" **does** and **must** exist throughout and following this program, in your contacts and conversations with each other as well as with non-participants. The information discussed during this program is **highly confidential**, as it relates to the financial performance of your companies. It is therefore imperative that all attendees/facilitators/speakers/participants agree to keep the information learned about others in the course of this program **highly confidential**.

Thank you very much for your understanding and for embracing this Agreement. With these guidelines in place we can all proceed with the confidence that the information shared will remain confidential.

In the course of teaching this program and in the development of the material available for you as attendees, BTA has made every effort to avoid using particular brand names or the names of manufacturers, retailing chains or franchises. However, there are areas of the program where it becomes almost impossible to forego mention of a particular system, product, software or manufacturer when describing equipment or in giving examples or in answering your questions. We have tried to keep this to a minimum; however, where such a product or manufacturer's name is used, you should understand that its use constitutes neither an endorsement nor a condemnation by BTA or SDG of the product or manufacturer.

BTA's and SDG's policy is not to endorse or condemn any product or manufacturer nor to advocate a particular method of operation for your business or any pricing policy or marketing philosophy that can in any way be construed as a violation of the Sherman Antitrust Act or any other federal or local statute.

Nothing said here is intended to obtain agreement between any facilitators/speakers/participants concerning prices, wages, terms and conditions of sale or division of markets.

I have read and agree to the Professional's Disclaimer and Confidentiality Agreement set forth above and hereby apply for membership in Select Dealer Group:

Signature

Date

Printed Name

Complete this application, being sure to sign the SDG Participation Guidelines, Professional's Disclaimer & Confidentiality Agreement and return all pages to: Business Technology Association, 12411 Wornall Rd, Suite 200, Kansas City, MO 64145. Questions? Call 800-247-2176. Completed applications may also be faxed to 816-941-4838 or emailed to info@selectdealergroup.org

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