



Wholesale Marketing Alliance, Inc.

12835 East Arapahoe Road, T2-500 ♦ Centennial, Colorado 80112
(303) 450-4218 ♦ (303) 450-4121 fax

Dear Manufacturing Partner:

From time to time, WMA promotional catalog (M/Ycat) payment terms are overlooked or misread. Said terms are included with each manufacturer's (Mfg.) M/Ycat invitation. This document is provided as a single source reference outlining contracted terms required for any Mfg. to participate in the WMA-Mfg. partnership.

M/Ycat Invoice Payments (WMA Board of Directors):

- Terms for participation are clearly defined as an integral aspect of each M/Ycat invitation.
- A WMA **CONTRACT** (certification) must be signed for each M/Ycat.
- Invoices are sent electronically. Payment is **due upon receipt** with a 30 day receipt of payment deadline. A significant future M/Ycat \$-incentive credit is offered to encourage receipt of payment within the 30 day window.
- We offer very significant incentive rewards for stellar performance. A major Mfg. Performance Rebate (**VPR**) requirement is payment of M/Ycat Invoices must be received within 30 days.
- WMA cannot include a Mfg. in **any catalog or program in progress** if an M/Ycat invoice is outstanding.
- If a Mfg. is pulled from any catalog, there is a \$1,000 re-entry fee to be included in future catalogs.
- Each contract authorizes WMA members to deduct default invoices up to 150% of face value to cover delinquency, handling, lost terms and contractual good faith default costs. WMA receives only the face value.

Page Commitment Details (WMA Board of Directors):

- M/Ycat Proposal Statements:
 - ✓ **M/Ycat Terms Tab** * Page Commitment: (A/N {as needed} or specify page commitment by reviewing recent WMA catalogs {M/Ycat} per page layout). Your commitment must fully cover ALL SKU's proposed. Plan to review commitment at certification. Important: WMA does not "fill" unused commitment space. You pay only for the catalog space you use.
 - ✓ **M/Ycat Certification Tab** * Page Commitment: "We (you) state that the number of catalog pages authorized fully covers all products listed herein (following WMA design layout criteria & instructions)" and that you have funding to pay the full invoice amount as contracted. You will also want to carefully read the terms/contract statement that is included with the electronic signature as the final step in the certification/contract process.
 - ✓ **M/Ycat \$-Details Tab** * We strongly suggest that you look closely at the Page Commitment to Cover Your Proposal section (Terms Tab). If your program takes more space than you allotted and you are unable to authorize the needed space increase, there will be an \$800 per page charge to remove any Sku's once you have certified your program offering. In addition, you lose any Mfg. Performance Rebate consideration.

By certifying your M/Ycat contract, you are stating that you have authorized enough pages to fully cover your proposal. Thus, you are 100% responsible for insuring that all proposed Sku's will fit within your authorization based on our standard layout (found and calculated from past M/Ycat merchandise catalogs). After the certification phase, it becomes costly for us to reduce Sku's, space, etc. Simply stated, it's not our responsibility to foresee an issue of this nature.

Just a final note about payment of M/Ycat invoices within 30 days. Costs begin to occur months before publication. For example, our graphic/layout design team begins production on M/Ycat catalogs way before we go to press. Printers, etc. require payment within 30 days of catalog publication. As a very small company that receives no direct financial support from WMA Members, on time payment is critical in order to maintain the lowest possible pricing structure for all of us. We appreciate your understanding, partnership and spirit of cooperation in this matter.

Thank you.
Sincerely,

Wayne D. Arnett – Executive Director
wayne@wmaweb.com
www.wmaweb.com

DALLAS PEN
Dallas, TX

PENS ETC
Chandler, AZ

RICHARD'S PEN
Spokane, WA

SERVICE WHOLESALE
Lebanon, OH

VARIETY SALES CO.
Miami, FL