



SUPPLIER MEMBERSHIP APPLICATION

CBA ID # _____

CBA is a trade association whose membership is comprised of those who are interested in the advancement of the Christian Retail Channel. The following requirements must be met and the information completed by new applicants for Supplier Membership in CBA. Please see the reverse side for a list of qualifications and benefits. Additional information can be found online at www.cbaonline.org or by contacting CBA.

MEMBER INFORMATION

Company Name _____ Parent Company (if applicable) _____
 Toll Free Phone _____ Phone _____ Fax _____
 Mailing Address _____ City _____ State _____ Zip _____
 Shipping Address (if different) _____ City _____ State _____ Zip _____
 Contact Name _____ Phone _____ Email _____ Subscribe to CBA E-News-Y/N? _____
 Company Email _____ Company Website _____

1) How would you PRIMARILY classify your company?

- Publisher of books and Bibles Gift & Specialty Items (jewelry, artwork, greeting cards, apparel, toys, etc.)
 Entertainment (music, videos, other media) Distributor (stock, take orders, and ship product from various suppliers)
 Sales Rep Group or Marketing Company (employ sales reps or marketing professionals to represent industry related product)

2) Please check the categories of products you sell: (Also used for listing in our Suppliers Directory)

- Apparel Bibles Books Children's Products Church Supplies Computer Software Curriculum
 Distributor Framed Art/Home Décor Gifts Home School Resources Jewelry Magazines Music
 Spanish-Language Products Stationery/Cards Store Supplies, Services & Fixtures Videos
 Other (Please list): _____

3) List ten current Qualified Christian Retail* accounts REQUIRED to process application. (Use separate sheet if necessary)

Supplier Members must either directly or indirectly supply product(s) to at least 10 Christian Retail Establishments for re-sale to consumers or employ marketing/sales representatives who, collectively, sell industry-related product(s) to at least 10 Christian Retail Establishments.

	Store name	Address	Phone	Contact
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____

*The term Christian retail establishments shall be considered to mean a retail establishment:

1. Having an inventory not less than 75% of which at any given time consists of Bibles, Christian books, Christian music, church supplies and related Christian merchandise,
2. Operating from a location appropriate for the business model, holding all necessary business licenses, and complying with zoning regulations,
3. Advertising to and serving the general public in a manner consistent with retail operations,
4. With the usual and customary overhead of retail business operations,
5. In which business expenses are substantially paid from proceeds acquired through retail operations.

4) Please provide the following required wholesale sales data as part of this application:

(Used for industry size analysis and tracking only) For annual dates _____ to _____

\$ _____ Christian retail (Christian stores, retail catalogs, Internet retailer sales, or Christian distributors)
 \$ _____ Other Christian Channels (Direct to consumer, direct to church, ministry sales, author/artist sales, or book/music club sales)
 \$ _____ General market (Clubs, discounters, specialty chains, independents, distributors, rack-jobbers, military sales, other)
 \$ _____ Total Annual Sales of Christian Resources

CBA recommends that its members not purchase from companies requiring cash with order (except in the event of poor credit experience). Do you have regularly established trade credit practices?
 Yes No

5) Please list your standard retailer discount schedule (Ex. – Base discount, 45%, no minimums, call for additional incentives.)

6) Fiscal Year ending month: _____ 7) Other association memberships: _____

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8) Returns Policy Information: (Please complete the following information as it relates to your returns policy for retailers.)

May retailers return products to you that were purchased: from you only, from distributors only, or from both you or distributor?

Is prior permission required to return products? Yes No N/A

Address for returns: _____

9) If your company is a Marketing or Sales Rep Company please list the companies you represent:

	Company name	Address	Phone Number
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

MEMBERSHIP QUALIFICATIONS FOR A SUPPLIER

- Must be a business that either directly or indirectly supplies product(s) to at least 10 Christian Retail Establishments* for re-sale to consumers or employs marketing/sales representatives who, collectively, sell industry-related product(s) to at least 10 Christian Retail Establishments*. (*See page 1 of this application for a definition of a Christian Retail Establishment.)
- Must provide a list of at least 10 current Christian retail accounts before application will be processed.
- Must provide CBA with a product catalog or product sample.

MEMBERSHIP BENEFITS FOR A SUPPLIER

- **CBA Convention Exhibits** – Member prices when exhibiting at CBA conventions. **(A separate Application must also be submitted.)**
- **CBA Membership Directory** – This members-only online package is a great networking and prospecting tool to find Christian retailers, including individual member information sorted by member type, name, or location. Includes a monthly new members report.
- **CBA WEBSEARCH** – Special CBA member designation on this Christian retail industry-specific Internet search engine. This tool is designed for retailers to find information on your products and services and how to find you.
- **CBA Retailers+Resources subscription** – Two copies of CBA's official monthly publication brings you training information, news, reviews, best-seller lists, advertisements, and industry trends.
- **Advertising** – Discounted ad rates for all CBA publications and convention marketing and sponsorship packages.
- **Mailing List Rentals** – Discounted pricing on any of the CBA retail store mailing lists.
- **Endorsed Service Providers** – Discounted services for CBA members can result in savings in excess of your membership premium. A few of the services that supplier members find valuable are:
 - Inbound & outbound Freight Savings Programs
 - Workers' Compensation Insurance
 - Property & Casualty Insurance
 - Credit Card Processing
 - Flooring Savings Programs
 - Web-based sales & retail inventory analysis tools
- **Official CBA website: www.cbaonline.org** – The source for industry news, training, and CBA events with a Members-only section.
- **Webinars** – Throughout the year CBA hosts a variety of webinars designed to train the industry on the latest issues and solutions. Gain insight and learn from the experts through these opportunities.
- **CBA Blog: A Place to Belong** – Your opportunity to participate in dialog and discussions on industry issues and ideas.
- **CBA Resources, Meetings & Events** – Member prices on business success resources, industry research materials, and CBA events.
- **Voice in the industry & Networking opportunities** – Industry partners respond to a strong trade association working on your behalf!
- **CBA Board of Directors:** Entitled to vote in elections for Supplier Director positions, or to serve as a Director while helping to shape and influence the direction of the Christian products industry.

CBA CODE OF ETHICS

CBA is committed to the development and retail distribution of Christ-honoring resources. Our membership is comprised of those who produce and distribute Christian materials. We believe that these products represent some of the most effective tools for communicating God's message to individuals throughout the world.

Recognizing that our Association is a vital link in the propagation of the gospel of Jesus Christ, we desire to establish a standard of conduct within our industry which, when followed, will help ensure the integrity of the Christian product industry and our Association. Therefore, we hereby adopt the following Code of Ethics:

With acknowledgement and affirmation of my accountability to God, to civil authority, and to my fellow laborers in the Christian product industry, I pledge that I will:

1. Deal honestly with creditors, debtors, customers, suppliers, employees, contractors, and others with whom I conduct business.
2. Honor and fulfill my agreements and commitments to those with whom I do business.
3. Promptly pursue resolution of any dispute, which I may have with any CBA member or with the Association itself.
4. Support our Association and conduct myself in a manner, which will bring credit to the Association and to the industry.
5. Endeavor to treat those with whom I do business in the manner that I would have them treat me.

PLEDGE OF GOOD BUSINESS RELATIONS

(Company name) _____ agrees to follow, to the extent reasonably applicable to Supplier Members, the CBA Code of Ethics and to be bound thereby in all of our dealings with other industry members. We further agree to abide by the various State and Federal Antitrust and Fair Trade Laws. I certify that all the above information is correct.

Signature (Company official) _____ Title _____ Date _____

PREMIUM PAYMENT INFORMATION (Former CBA members please contact CBA to arrange reactivation of your account.)

\$450 – Annual Supplier Membership Premium: ___ Check #: _____ or ___ MasterCard ___ VISA ___ Discover ___ AMEX

Signature _____ Credit Card #: _____ Exp _____ V-Code ___

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