

Manufacturers:

If You . . .

- ✓ *Sell through multiple-line, field sales professionals*
- ✓ *Used to sell through multiple-line, field sales professionals*
- ✓ *Want to sell through multiple-line, field sales professionals*
- ✓ *Want to know more about selling through multiple-line, field sales professionals*

Then You . . .

. . . should join IHRA as a **Manufacturer Member**. Manufacturer Membership in IHRA is the direct route to using multiple-line, field sales professionals most effectively to sell your products most efficiently.

BIG Benefit of Membership: Manufacturer Members can run an UNLIMITED NUMBER of Manufacturer Seeking Representatives (HOT Lines) to fill representative needs - and - receive UNLIMITED eLocators (member lists), as requested.

IHRA invites you to join the association that can help boost your bottom line as you improve your sales and marketing objectives. IHRA is dedicated to improving the performance of its members through continuing education. Manufacturer members help support those efforts.

Membership links you through IHRA events and communications to the representative community. That link fosters exchanges of information, problem solving sessions and the sharing of ideas and concerns — all the benefits that are most highly valued by manufacturers that are already members.

Established in 1994 . . .

IHRA has helped to make better professional performers of its members and has helped to make the multiple-line representative a major force in the industry. In the process, our membership and the principals they represent have garnered experience to share — about the industry, about selling and marketing and about the representative function.

The sharing process is why belonging to IHRA is an investment in your company's future!

See next page for membership application → → → → →

IHRA
in our 17th year



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Manufacturer Membership Application

Application Date _____

Year of Company Inception _____

Company _____

Address _____

City / State / Zip _____

Phone(s) (____) _____ (____) _____;

FAX: (____) _____ Portable (____) _____;

Web _____; eMail _____

Sponsor: _____ Company: _____

**INTERNATIONAL
HOUSEWARES
REPRESENTATIVES
ASSOCIATION**

1755 Lake Cook Road
Suite 118

Highland Park IL 60035

847.748.8269 • 800.315.7430

Fax: 847.748.8273

info@ihra.org

■ **CONTACT(S):**

1. Name: _____ Title: _____

2. Name: _____ Title: _____

3. Name: _____ Title: _____

■ **PRODUCTS**

Types of products / Brand names used _____

■ **MARKETING**

Do you currently market through multiple-line representatives? Yes No

■ **Date** _____ **Signature** _____

(Applicant or Officer & Title)

■ **DUES are \$345 per year.** IHRA's fiscal year is January 1 - December 31. Dues are prorated for the second year. Your check, payable to IHRA, should accompany this application, or, charge to your credit card:

AMEX VISA MasterCard Discover # _____

Exp. Date _____ Name on Card _____