



Automation Solution Provider Membership Application

100 N. 20th Street, Philadelphia, Pennsylvania 19103-1443
Phone – 215.564.3484 • Fax - 215.963.9784
E-Mail: ahtd@ahtd.org • World Wide Web: www.ahtd.org

AHTD MISSION: The Association for High Technology Distribution is composed of automation solution provider and manufacturer members who share a commitment to value-added distribution to deliver technology-based products, differentiated services, and solutions to the industrial control and plant automation marketplace. AHTD's mission is to help its members improve sales, profits and customer perceived value.

AHTD members are highly focused automation solution providers whose business involves distribution (resale) and value-added services of products for industrial automation.

This application will be used by the Board of Directors of the AHTD to evaluate prospective members' compliance with the membership eligibility requirements of the AHTD. Qualified candidates will be involved specifically in the value-added distribution of Industrial Automation Products (IAP).

Companies with at least 61% of the total company (all divisions) sales, by dollar volume, of IAP sales may apply for membership.

Company Applicant

CERTIFICATION REQUIREMENTS

AHTD requires that five current members certify that an applicant meets the requirements of membership. AHTD applicants are required to submit the names and e-mail addresses of five members, three of whom are Automation Solution Providers, who will certify to the applicant's eligibility.

It is the applicant's responsibility to advise the certifying company that the applicant meets the Membership Eligibility Requirements and to provide proof of same, such as a copy of the Membership Application or a letter addressing the specific requirements.

AHTD will forward certification forms to the companies identified by the applicant. Without complete contact information, AHTD will be unable to process the application.

Certifying Companies:

#1 ASP: _____
 Company Name _____ Individual _____
 E-Mail Address _____

#2 ASP: _____
 Company Name _____ Individual _____
 E-Mail Address _____

#3 ASP: _____
 Company Name _____ Individual _____
 E-Mail Address _____

ASP/Mfr: _____
 Company Name _____ Individual _____
 E-Mail Address _____

ASP/Mfr: _____
 Company Name _____ Individual _____
 E-Mail Address _____

Definitions

Industrial Automation Products (IAP)

Industrial Automation Products (IAP) are the products and systems used for industrial control and plant automation that require significant application knowledge and technical expertise for sales and successful installation.

Automation Solution Provider (ASP)

An Automation Solution Provider (ASP) is an independent value-added distribution organization that focuses on the sale of:

- Knowledge
- Technology based industrial automation products (IAP)
- Design and application engineering
- Support services
- Integrated solutions
- Value added services including application engineering assistance, customer training through seminars and/or schools, demonstration room/lab and equipment, post-order product service and warranty support, and start-up assistance.

IAP Manufacturer

An IAP Manufacturer is a manufacturer or national remarketer of IAP.

IAP Sales

IAP sales include sales to users, OEMs, systems integrators, utilities and governments; but exclude national direct mail solicitation sales to end customers outside your Area of Primary Responsibility (APR). Also excluded are sales to integrated supply groups outside of an ASP's APR.

**Please submit initiation fee of \$250 with application. Do not submit payment for dues.
You will be invoiced when notified of admittance.**

COMPANY NAME _____

ADDRESS _____

CITY, STATE, ZIP _____ TELEPHONE _____

FAX _____ E-MAIL _____ WWW _____

NAME OF INDIVIDUAL COMPLETING APPLICATION _____

I understand that by providing the fax number(s) above, on behalf of the company/organization specified above, I am authorized to and hereby consent for the company/organization to receive faxes sent by or on behalf of the ASSOCIATION FOR HIGH TECHNOLOGY DISTRIBUTION.

HEADQUARTER'S ADDRESS _____

TERRITORY COVERED _____

CITY, STATE, ZIP _____ TELEPHONE _____

FAX _____ E-MAIL _____ WWW _____

COMPANY NAME _____

BRANCH #1 ADDRESS _____

TERRITORY COVERED _____

CITY, STATE, ZIP _____ TELEPHONE _____

FAX _____ E-MAIL _____ WWW _____

BRANCH #2 ADDRESS _____

TERRITORY COVERED _____

CITY, STATE, ZIP _____ TELEPHONE _____

FAX _____ E-MAIL _____ WWW _____

1. a. How many years has your company been in business? _____

year(s)
b. How long have you been continuously distributing industrial automation products? _____ year(s)

- c. Does any manufacturer, for whom you distribute products, have direct or indirect control over the operation of your business? . Yes (No

If yes (now or ever) please explain in detail:

2. Please list the IAP products you sell: (If you have a company line card, please submit with application)

2a. Please complete the following and return to AHTD to complete application. Thank you!

Sales by Product Category	Percentage of Total Sales
Variable Speed Drives	_____
Computer & PLC Peripherals	_____
Data Collection Products	_____
Electronic Sensors	_____
Industrial Automation Software	_____
Industry Computers & Monitors	_____
Instrumentation Products	_____
Machine Safeguarding Products	_____
Man-Machine Interface Products	_____
Motion Control Products	_____
Programmable Logic Controllers	_____
Other Products	_____

Please describe "Other Products" : _____

3. Check the category below that best represents the total dollar volume of industrial sales of products and services for your ASP organization projected for the current year:

- . Under \$1 Million . \$4-\$8 Million (\$15-\$25 Million
 (\$1-\$4 Million (\$8- \$15 Million (Over \$25 Million

4. Check the categories below that best represent the annual dollar volume of the industrial sales for your ASP organization over each of the past three (3) years:

- | | | | | | |
|---------------------|------------|---------------------|------------|---------------------|------------|
| . Under \$1 Million | Year _____ | . \$4-\$8 Million | Year _____ | . \$15-\$25 Million | Year _____ |
| . \$1-\$4 Million | _____ | . \$8- \$15 Million | _____ | . Over \$25 Million | _____ |

5. What percent of your ASP organization's TOTAL OPERATING INCOME for the past twelve months (or for your most

recently completed fiscal year) came from buying and reselling of IAP? _____ %

6. What percent of your total company's (all divisions) sales, by dollar volume, for the past twelve months (or for your most recently ended fiscal year) came from IAP sales? _____ %

7. Do you currently own and maintain inventory at the ASP location applying for this membership? . Yes . No

8. For statistical purposes, please identify the number of employees involved in your ASP organization by filling in the following, although it is not required:

	Total
How many application engineers/product specialists?	_____
How many field sales employees?	_____
How many inside sales employees?	_____
How many warehouse/delivery support personnel?	_____
How many administrative/clerical support personnel?	_____
Total number of employees	_____

Note: If an employee provides more than one function above, place him/her in the most appropriate category only, so that the final total number of employees is correct.

9. The next section helps us understand the value-added that your ASP organization provides and, therefore, the essay answers to these questions are very important to the Board. Please answer with respect to the current year.

a. Do you have one or more members of your sales force factory-trained to an application support level for each of your IAP product lines? . Yes . No
No

Explain: _____

b. Do you provide application engineering support for your customers through field sales/additional support personnel? (If yes, please be specific.) . Yes . No

c. Do you provide product application education through seminars, schools, etc.? (If yes, please be specific, including frequency of such events.) . Yes . No

d. Are your sales presentations including live product and are they conducted in a demonstration room/laboratory your facility for such presentations? (If yes, please be specific.) . Yes . No

e. Do you provide post-order product service and warranty support after the sale and how is warranty support handled? (If yes, please be specific.) . Yes . No

f. Do you offer customer product installation and/or start-up assistance? Is this work done directly or indirectly by your organization? (If yes, please elaborate.) . Yes . No

g. Are there other value added services that you feel distinguish your organization from your competitors? (Please elaborate.) . Yes . No

10. What percentage of your total business sales is derived from sales as an automation solution provider? _____ %

11. Please list any manufacturers you feel should be considered for AHTD membership:

12. Applicant must submit certification forms from five AHTD members in good standing that the applicant meets the Membership Eligibility Requirements. At least three of these certification forms must be from Automation Solution Providers (ASPs). **Copies of this form are attached. Five certification forms must be returned directly to AHTD.**

The following section must be completed in order to be considered for membership in AHTD:

The Senior Executive responsible for all sales philosophy, distribution policies, and operations for Industrial Automation Products (IAP) must agree to and in fact attend at least one meeting per year. While the Senior Executive is urged to attend two meetings per year, only one is required to maintain membership privileges.

While the Senior Executive is required to attend at least one meeting per year, AHTD encourages the participation of the CEO, President, CFO, etc., many of whom currently attend AHTD meetings.

Who is the senior executive in your firm described above?

Name _____ Title _____

The Senior Executive listed above must sign below.

In order to maintain AHTD membership privileges, I agree to attend at least one AHTD meeting per calendar year.

CERTIFICATION OF APPLICATION

The signature of applicant's CEO to the following Certification is required by AHTD. The attendance and participation of the Senior Executive is a requirement for applicant's initial and continued membership.

I certify that all of the information submitted within this application is correct and in order. Additionally, I confirm that the Senior Executive described above will attend and participate in AHTD meetings, as required under AHTD bylaws.

Name of CEO _____ Signature _____

Date _____

AHTD Membership Working for you!

Networking

The AHTD's membership includes more than 250 distributors and manufacturers of industrial automation products. The association provides the opportunity to talk with other distributors and manufacturers, who are not competitors, about operations and personnel trends and more.

Spring and Fall Meetings

More than 300 distributors and manufacturers attend each of these two meetings which feature business and industry experts along with pertinent educational information.

Industry Statistics

The PROFIT Report provides detailed financial data from high technology distributor firms. Trends cover the past three years. The information provides straightforward guidelines for analyzing profitability.

Management Information

AHTD provides members with resources to help them better understand the use of electronic data interchange, bar coding, sales techniques and more.

Newsletters

AHTD's newsletter, THE NETWORK, is published throughout the year. The publication includes industry happenings, business management techniques and more.

Literature

AHTD is a resource for educational literature and video training.

Networks

Introduced in 1994, each Network is composed of less than 10 non-competing distributors gathered to exchange ideas, experiences and business solutions. Manufacturer Networks are also offered.

Membership Directory

AHTD publishes a directory listing member companies, branch locations, phone and fax numbers, e-mail and world wide web addresses, company personnel and product lines represented.

Educational Opportunities

Through its affiliation with the Association Education Alliance, AHTD offers educational teleconferences and seminars for all interested members.

Personal Involvement

AHTD's projects are generated by volunteer committees. Members identify needs within the industry and create solutions.

That's not all!

The list goes on and on.

We value your interest!

Association for High Technology Distribution
100 N. 20th Street, Philadelphia, PA 19103-1443
215.564.3484
Fax: 215.564.2175
www.ahtd.org
email: ahtd@ahtd.org