



SUPPLIER MEMBER APPLICATION

CBA ID # _____

CBA is an International Trade Association whose membership is limited to those who are most interested in the advancement of the Christian resource industry. New applicants for Supplier Membership in CBA must complete the following information. Please see reverse side for a listing of membership qualifications and benefits.

COMPANY INFORMATION

Name of company _____ Parent company, if any _____
Toll Free Phone _____ Phone _____ Fax _____
Mailing Address _____ City _____ State _____ Zip _____
Shipping Address (if different) _____ City _____ State _____ Zip _____
Name of contact you want listed for CBA _____ Title _____
Email _____ Would you like a free subscription to CBA ENews? (Yes / No)
Company Email _____ Company Website _____

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

Bibles Books Children's Products Church Supplies Clothing/Apparel Computer Software Curriculum
 Distributor Fixtures/Store Design Food/Beverage/Candy/Nutritional Products Foreign Language Products
 Framed Art/Home Décor Gifts Home School Resources Jewelry Magazines Music POS Systems
 Spanish-Language Products Stationery/Cards Store Operation Supplies Videos Other _____

2) How do you classify your company?

Publisher of books Publisher of music Publisher of other types of materials Publisher of greeting cards
 Gifts (including plaques, pictures, etc) and/or jewelry manufacturer Recording producer Distributor/wholesaler
 Marketing/Sales rep groups (companies that employ marketing sales reps of industry related product) Other _____

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

Companies that qualify for Supplier Member must be directly or indirectly supplying their own product (or a product they stock, ship, and bill) to Christian stores for resale or to companies that employ sales representatives of industry-related product.

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

*The term Christian retail 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. In operation from a commercially zoned place of business,
3. Open at least 40 hours per week,
4. With an exterior sign visible to passersby,
5. Advertising to and serving the general public in a manner consistent with typical retail operations,
6. With the usual overhead incidentals of retail business, including but not limited to ownership of the place of business or payment of rent that is relative with area land values, and payment of salaries consistent with other retail operations 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.)

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6) 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: _____

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

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

SUPPLIER MEMBERSHIP QUALIFICATIONS

- Must be a company that directly or indirectly supplies a product to Christian stores for resale or a company that employs marketing/sales reps of industry-related product
- **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**

SUPPLIER MEMBER BENEFITS

- **CBA Convention Exhibition** – Member prices when exhibiting at CBA conventions. **(Waiting List Application must be submitted.)**
- **CBA Digital Directories on CD-Rom** – This digital package offers 3 CBA directories in one place with a flexibility not available with a printed directory. “Synchronized Web” contact offers monthly updates to your computer keeping your directory up-to-date. Includes: **CBA Suppliers Directory** – 13 product categories, 107 subcategories, 1300 product types cross-referenced to supplying companies. All Supplier Members receive a listing in this directory.
- **CBA Membership Directory** – Individual member information sorted by member type, name, or location. A great networking tool.
- **CBA Association Directory** – CBA Staff, CBA boards, committees, and contact information.
- **Aspiring Retail subscription** – 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 CBA retail store mailing lists.
- **National Image Campaign** – “What Goes into the Mind Comes Out in a Life”™ is licensed for use by CBA Members only.
- **CBA Service Providers** – Member access to discounted service programs provided by CBA partner companies.
- **Official CBA website: www.CBAonline.org** – The source for industry news, training, and CBA events with a Members Only section.
- **CBA Resources** – Member prices on business success resources and industry research materials.

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 retail 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 _____

DUES PAYMENT INFORMATION

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

Signature _____ Credit Card #: _____ Exp _____

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