



2022 Program

Summary

The NWIDA Supplier Partner (SP) program is a fully customized marketing plan for those companies looking to expand their distribution, or sales, to the independent wireless sales/repair shops.

We are very flexible with our marketing programs. If you have any requests, questions, or concerns, please contact us.

PROGRAM DURATION:

3, 6 or 12 month options

NWIDA RECOMMENDED MARKETING ACTIVITIES:

Promotion of your Marketing Message and Value Proposition

We want to get your message out to the dealers. We know how to do it, and how to get your message seen. All SPs get access to:

Social Media

- Post in over 90 relevant Social Media Groups (across platforms, including Facebook, LinkedIn, Twitter, Instagram and Reddit) to promote the primary message(s) you want communicated. Total combined reach exceeds 500,000.
- Expand reach with Likes, Shares and Comments on Partner postings
- (Paid) boosts of your (or our) content available.
- Access to NWIDA custom audiences for paid advertising.
 - NWIDA will design custom audiences for paid/boosted social and search ad campaigns.
 - Example Audiences include NWIDA website visitors, NWIDA marketing database, Look-a-likes, and/or segments thereof.

Directed Email campaigns to 21,000+ wireless locations.

- Can create custom segments.
- Drive product inquiries to SP landing page
 - (optional) NWIDA can create and/or host the landing page
 - (optional) NWIDA can provide Marketing Automation/CRM services to manage the leads.

Online Trade Show Exhibit / Virtual Supplier Showcase

- Space in SP section of the NWIDA website. Your own landing page, with product/service information, contact information and live links to your website. You can include any electronic marketing materials and/or links back to your website. Content can be made available in a downloadable format.

E-News and Corporate Blog

- Case Study/White Paper/Article/Testimonial - Gain additional exposure by posting case studies, white papers, articles, or testimonials on nwida.org. We will provide you with the link for your distribution and all content will be included in the e-newsletter (see below.)
- Sponsored news post (www.nwida.org/news/prepaidphone.info) Updated on a regular basis and emailed each day (see below.) In May 2021, our sponsor messages were seen 12,000 times - over 400 times each day! Your message will be included a minimum of once per month and will remain on that post.
- Sponsored NWIDA e-newsletter. A summary of the latest news posts (see above) sent via email subscription, every day, to (currently) over 620, and via RSS feed. Your message will be included a minimum of 3x per 30 days.

Proposal Pricing is valid for 45 days from Submission Date. Items marked *optional* may incur additional charges.



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Press Release(s)

Press Release(s) to Industry Media (40+) and made available to SP for their distribution.

Video

All videos are created and edited by NWIDA, posted on our YouTube channel (link.nwida.org/youtubevideos), website and promoted via social media and email efforts. File also available for SPs to distribute/promote.

- Video Interviews, Success Stories and Case Studies with SPs, their dealers and/or customers.
- Opportunity to host a minimum of one webinar. For example, this could feature a success story - a dealer who is currently using your product/service successfully. Discuss the business reason(s) for adding your product/service to a dealer's product portfolio, the challenges encountered and the positive results.

Industry Shows and Events

- Dealer Success Summit '22 (May 2022.) Our first DSS, in May 2021, was a huge success! Produced in conjunction with CDI, and attended by hundreds of dealers, the reviews we received were fantastic. DSS is the only conference **FOR dealers BY dealers**. With tracks like *Making Money in Wireless*, dealers share their success strategies. Keynotes were provided by top-level executives (Sr. VP and above) from every major carrier and MVNO. Aimed at store owners, directors and managers, attendees learned strategies and what's important from other (successful) dealers. AND all content is available 24/7 access to all attendees and exhibitors for 90 days!
 - *SPs receive a discount on the Exhibitor Package and 3 Free Attendee Passes.*
 - Exhibitors can:*
 - *Set up live chats with dealers and other interested customers.*
 - *Provide video demonstrations or testimonials.*
 - *Provide downloadable content.*
- All Wireless Expo / Prepaid Show (August – Las Vegas)
 - Discounted booth space
 - Pre-show/Post-show Marketing about your company
 - Promotion of your Product/Service during CDI/NWIDA Dealer Seminar
- CCA Competitive Carrier Shows (April – Tampa)
 - Special (and discounted) exhibit space and discount in the Sales & Profit Pavilion on the Exhibitor Floor open to all CCA and Symposium attendees.
 - Sponsor listing and Product Inclusion and Promotion in Dealer Symposium
- Mobile World Congress - USA (October - Los Angeles)
 - Optional: NWIDA Supplier Partner Suite –share costed with 6 non-competing SPs
- Regional Training: Promotion through endorsements from NWIDA and CDI at dealer and carrier training events. CDI hosts Regional Training events across the US. These events can be hosted in concert with a NWIDA Supplier Partner. Each SP is given the opportunity to host an event for their customers in the location of their choice, offering an opportunity for special focus on the co-hosting Supplier Partner(s).



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INTRODUCTIONS

NWIDA will take every opportunity to introduce your products/services in meetings with prospective dealers and our list contacts – including MNOs, MVNOs, Master Agents, Distributors and others.

Special SP Networking Program for compatible, non-competitive suppliers. Participating SPs will market to their existing base to introduce Network Partners.

Special Events – NWIDA will provide expertise and recommendations on additional methods for driving product awareness and sales.

MARKETING RESEARCH

With our reach into the dealer community, **NWIDA** is the perfect option to help you conduct market research on your behalf.

If you're looking for "real world" opinions on dealer compensation, new products, new processes – or anything else, consider NWIDA as your marketing partner.

Options:

- Mail, electronic, phone or in-person based.
- Segmentation by geography, brand and/or other key areas.
- Tabulation/Reporting available
- Public or Private (comes from you or your identity is hidden)
- Provide reward system to encourage higher response rates

ADDITIONAL ITEMS:

Calendar of Events – NWIDA would like to promote any events you are hosting or participating in over the course of the year. Let us know who, when and where and we will help to promote your presence at these events as appropriate. Use of email and social media give the Supplier Partner an opportunity to reach out to the dealer universe.

Supplier Partner Logo - Every Supplier Partner will have the NWIDA Supplier Partner logo (gif or png format), available for you to display on your website and to be used as a link to NWIDA.org. You can have the link directed to your page or the NWIDA home page.

Custom Requests – We recognize that each Supplier Partner has different needs and schedules regarding product launches and industry announcements. Feel free to contact us with specific situations and requests and we will work to accommodate as the schedule allows.

Referral Program – Earn money for each dealer you refer to NWIDA!

Vendor Partner - Each SP has the set-up fee waived if they also join the NWIDA Vendor Partner (VP) program. Our VPs provide discounts to our retail members and receive additional benefits themselves. Please ask us for additional details on the VP program.



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OUR GOAL: The main objective of the NWIDA Supplier Partner program is to help increase exposure for your products and services, promote your brand and of course, to increase sales of your products and services.

Our first step is to craft your proposal which will require an initial conversation to select each of the marketing activities for your program.

To give you immediate visibility through NWIDA, here is a checklist of items that we need from you so that we can begin to promote your organization right out of the gate.

- ✓ **Primary Point of Contact** - This is the person that would be responsible for working directly with NWIDA throughout the course of the relationship.
- ✓ **Sales Inquiry Information** – This is the contact information a perspective customer would use to contact your organization for more information about your products or services.
- ✓ **Hi-res logo** – Will be posted on NWIDA website as a live link to your website and will be used for NWIDA marketing materials.
- ✓ **Company description** – Each Supplier Partner is given space (approx. 150 words) on the NWIDA website to describe their product/service to NWIDA members.
- ✓ **Sample product (if applicable)** –Samples will be used as appropriate during NWIDA and CDI sponsored events including Individual Dealer Strategy Sessions, Group Events for Dealer Owners and Managers Success Summits, Industry Conference Presentations, and more.