



USA AV SPMP Program Description

March 2013

USA AV is the largest team of professional audio-visual (ProAV) dealers in the nation. Our focus is supporting USA AV Integrators in designing, sourcing, implementing, and supporting cutting-edge AV projects for clients throughout the U.S. and Canada.

We work with two categories of manufacturer partners—Preferred Manufacturer Partners (PMPs) and Specialty Products Manufacturer Partners (SPMPs). PMPs provide products that are applicable to all segments of the AV marketplace, while SPMPs provide specialized products targeted at unique segments or niches.

SPMP Program Overview

USA AV SPMP programs are designed to meet the need for innovation, creativity, and unique leverage. To become a USA AV SPMP, manufacturers must provide one or more products that meet a unique need in the ProAV marketplace. In general, a SPMP candidate must meet the following criteria:

- **Traction** – sponsored by a USA AV Dealer who has worked with them and/or agrees to advocate for them with the rest of the group.
- **Location** – a physical presence in North America.
- **Viability** – reasonable financial depth and presence in the marketplace. This includes a history of operations and a track record of product support.
- **Branding** – a significant market presence, including a reasonable website, collateral, etc.
- **Channel Position** – nationwide direct channel support or an established distribution network, as well as direct product support in terms of reliability, premature product failures, integration with other products, etc.
- **Competitive Position** – one or more products positioned for the ProAV marketplace. Products cannot be directly competitive with USA AV PMP products.

Required Program Characteristics

All SPMP programs must be structured with the following program characteristics:

- **Scope** – Programs must be available to all USA AV Dealers.
- **Economics** – Programs must offer a fixed quarterly rebate based on collective sales of USA AV Dealers.

- **Reporting** – SPMPs must provide timely reporting and rebate payment to USAV on a quarterly basis. Failure to report and pay promptly will result in program termination.
- **Point of Contact** – SPMPs must provide a knowledgeable point of contact for product data and support.

Program Process

The steps to becoming and remaining a USAV SPMP are:

1) **Obtain a Sponsor**

A SPMP candidate must obtain a USAV Dealer sponsor who has worked with them and/or agrees to advocate for them with the rest of the group. Having an internal sponsor is critical to the success of any SPMP program.

2) **Indicate Interest**

After obtaining a USAV Dealer sponsor, contact USAV (newpmp@usavgroup.net) and/or have your sponsor contact USAV to indicate your interest in becoming a SPMP. You may be asked to complete additional paperwork to provide us additional information on your company and proposed program.

3) **Assessment/Program Development**

USAV, along with the sponsoring Dealer and USAV Dealer Advisory Council, will conduct an assessment of the prospective manufacturer. If the prospect meets requirements and offers products and/or services that will appeal to a substantial number of USAV Dealers, USAV will work with the prospective SPMP to develop a program.

4) **Program Announcement**

Once a program is approved, USAV will distribute a program summary sheet to group members providing them with basic product and company information as well as a program description. The SPMP will also be added to the USAV website.

5) **Make it Happen!**

Now we've reached the starting line. USAV will work with the new SPMP to develop communication channels and to effectively pursue the program. We just ask that SPMPs are respectful of Dealers who choose not to participate in the program.

6) **Ongoing SPMP Program Management**

It is in USAV's interest to make SPMP programs successful and we will work to create this success. However, if in USAV's judgment a SPMP program falls below a critical mass of support, that program may be terminated.

Thanks for your interest and support!