



# CMG Membership Guidelines

Wednesday, January 4, 2012

# Welcome to CMG

**Thank you** for your interest in partnering with The Color Management Group. Our goal is to provide you with the best products, the best services, and access to the most talented color professionals in the industry today.

## Membership categories

To better serve your needs, we offer 3 different membership categories. These categories are designed to fit different types of graphic arts businesses, offering focused benefits for each category. Depending on your business, more than one category may apply.

- ★ **CMG Certified Consultant.** A certified consultant is a color business owner. These industry professionals have 10-20 years of experience implementing or developing color technology and driving color business. Our certified consultants are typically manufacturer-certified on several graphic arts solutions and have an in-depth understanding of color as it applies to traditional and digital print processes. If you are an independent industry veteran who has been successful in qualifying, certifying, or educating your customers about color, then you are a CMG Certified Consultant.
- ★ **CMG Certified Reseller.** A certified reseller is an approved graphic-arts reseller who wishes to offer their customers the best services and technology available for design, photo, commercial print, publish, packaging, and display graphics applications. If you offer hardware, software, or consumable products to your customers through Color Management Distribution, then you are a CMG Certified Reseller.
- ★ **CMG Certified Technician.** A certified technician is a solution integrator, employed by a CMG Certified Reseller. Certified technicians have at least one manufacturer certification and have demonstrated strong skills with customers and technology integration. If your focus is integrating products, then you are a CMG Certified Technician.

## How we market our members

One of the core benefits of membership with Color Management is that we connect you with your customers. Through Color Management, prospective customers have more ways to find you over the web, at trade shows and industry events, and through advertising & communications.

- ★ **Tradeshows & Events.** Color Management participates in most popular industry tradeshows and events. Color Management regularly attends IPA Technical Conference, PIA Color Management Conference (GATF), GraphExpo, FTA, SGIA and more. At these events, Color Management advertises your brand and offers you a venue to meet with customers face-to-face for minimal cost.
- ★ **Color Management advertising and communications.** Color Management offers you a low cost way to market to thousands. With our membership to BigList, we can get the word out - whether it is a press release or ad campaign. Color Management also advertises in industry/trade magazines to drive lead development and bring you sales.
- ★ **Color Management Web.** The Color Management web site puts your profile on-line and helps our web visitors find you. Our web-site also offers you the means to market yourself through technical content such as article postings on our blogs. Based on your membership type, your name or business will appear in our listings - our Technical and or Reseller Directory. Using these directories, prospective customers can find the products and services they need from you.

## **Member Benefits**

### **Marketing**

- ★ Web site listing
- ★ Corporate literature listing
- ★ cmcom Marketing mail list
- ★ Tradeshow booth-in-a-booth
- ★ Tradeshow and event attendance
- ★ Co-op advertising\*
- ★ Business cards, badges, shirts\*
- ★ Logo usage
- ★ Press release posting and distribution

### **Sales**

- ★ Access to CMG product portfolio at member discounts
- ★ Access to CMG services
- ★ On-line store mirroring
- ★ Web demonstration services
- ★ Pre-sales consultation
- ★ Teleconference services
- ★ Sales quotes
- ★ Verbal POs
- ★ CMG web store select-a-reseller/installer
- ★ Transaction Processing Services
- ★ Lead forwarding
- ★ Print sample creation\*
- ★ Translation services\*

### **Support & Technical**

- ★ Live telephone technical support
- ★ Email technical support
- ★ Web Technical Support

### **Knowledge**

- ★ Web meeting and support center\*
- ★ 1-on-1 online training
- ★ Software demo & evaluation
- ★ Access to exclusive technical content
- ★ Access to product certifications
- ★ Access to select product certifications
- ★ Access to on-line online training
- ★ Teleconference services\*

\*Additional charges may apply

## **Membership costs**

Color Management Group membership fees fund our ability to provide you with services and benefits. Renewal fees for 2012 will be based on 2011 membership cost structures as follows:

- ★ Certified consultants, resellers, technicians, or any combination of these categories, are subject to a single annual fee of \$2000.
- ★ Membership includes one(1) company listing and one (1) individual listing.
- ★ Additional individual listing cost \$500/listing.
- ★ New members can sign up any time.
- ★ Membership renewal is based on 12-month cycle, starting from the next scheduled membership enrollment date.
- ★ Enrollment dates occur on the first day of each quarter (Jan 1, April 1, July 1, Oct 1)
- ★ Businesses that exceed sales of \$75,000, in product or services, in a 12-month period, will have all renewal fees waved for the following 12-month period.

## **Become a member**

Our members are among the best in the business. Our knowledge depth and understanding of products and technology is unequalled in graphic arts markets. Our company was built on expertise and the ability to connect customers with the right solutions. The success of our company is built on your success. We look forward to growing your business and helping you serve your customers with better solutions.

Sincerely,

**Dan Gillespie**

Director, Member & Technical Services  
The Color Management Group

A handwritten signature in black ink, reading "Daniel Gillespie". The signature is fluid and cursive, with the first name "Daniel" and last name "Gillespie" clearly legible.