

Proposal Guidelines

By submitting a proposal to Connect2One, you agree to the following guidelines:

1. Proposal Categories & Length of Agreement

- a) Commodity basic product in General Merchandise and Supply categories:

Year-round pricing required on commodity basics

- Order period: 2/1/2011 through 1/31/2012
- Delivery period: 3/1/2011 through 2/28/2012

Contact your Connect2One program director should severe market conditions affect your ability to maintain prices during the order period designated. **60 day notice required for ANY price changes.**

- b) Show Specials on non-basics & fashion items:

Pricing period flexible

- Order period: 2/1/2011 through 3/4/2011 (extended order periods acceptable)
- Delivery period: As specified by vendor (extended delivery periods acceptable)

2. Evaluation Criteria

- a) Proposal must represent savings over standard prices, minimums, or terms as befits the group purchasing volume of the largest buying group in the collegiate industry.
- b) Proposals are considered on a variety of factors including:
- Quality, price, value
 - Freight and payment terms
 - Customization capabilities and costs
 - Licensing Agreements held for member stores
 - Code of Conduct, Factory Disclosure or similar documentation
 - Appropriateness of products for the collegiate market
 - Depth of assortment of commodity basics included in proposal
 - Marketing support, co-op advertising, point of sale materials, packaging, etc.
 - Sales representation
 - Performance/reputation in the collegiate market and particularly with C2O members
- c) Final approval of all C2O offerings is at the discretion of C2O Program Directors.
- d) Competing offers from different vendors will be approved within reasonable price ranges and overall program merits.

3. Selected vendors must agree to:

- a) Abide by C2O Proposal Guidelines.
- b) Guarantee prices during term of agreement; exceptions must be noted.
- c) Honor purchase orders from any C2O member that meets minimum order requirements and has appropriate credit terms, regardless of store size or location, when not in conflict with legitimate vendor exclusivity policies.
- d) Direct bill each C2O member store.

- e) Participate in a C2O Vendor Partnership Market Development Plan.
- f) **MANDATORY SALES REPORTING** is due to C2O by February 15, 2012 reflecting each participating store's purchases January 1, 2011 through December 31, 2011. Report must contain the following information: C2O store number, store name, address, and dollars purchased. The preferred method of reporting is in electronic spreadsheet format using the C2O template which will be emailed to vendor partners by January 3, 2012.

4. Catalog Participation

- a) C2O will publish and deliver a catalog of program offerings to all C2O members 3-4 weeks prior to the CAMEX Buying Show.
- b) Vendors who are selected to participate in the Back-to-School Programs will be featured in this catalog. Catalog items are restricted to approved items only.
- c) All items selected and vendor program information will be printed in standardized C2O format with approximately 5-12 items per page for apparel, 20 items per page for imprinted non-apparel merchandise and 30 items per page for non-imprinted merchandise categories.
- d) C2O will provide a proof and final copies of your catalog pages. To protect program confidentiality, you will receive only your catalog pages from C2O.

5. Show Specials

- a) In addition to your standard program offering, each vendor is allowed one page (2-sided) to feature Show Specials that are exclusively for C2O members.
- b) Show Specials should be reserved for new products, fashion items and non-basics.
- c) Show Specials promoted in the C2O catalog must be unique offerings for C2O members.
- d) Show Specials will be featured in the Back-to-School catalog on a color sheet immediately following the vendor's standard program offering.
- e) The Show Specials Form is included in this RFP packet.

6. Other Marketing Vehicles

- a) C2O will provide vendors with leads to stores requesting assistance and/or additional information as a result of the Back-to-School Catalog mailing.
- b) All approved vendors will receive, via e-mail, an Excel spreadsheet with current C2O members, including buyer contact information by February 1, 2011.
- c) C2O will forward, via e-mail, an Excel spreadsheet with membership updates to all approved vendors on a monthly basis.

- d) Contact C2O Program Directors for details on our broadcast email services, newsletter inserts, mailing labels and bulk mailings.
- e) The Connect2One (C2O) name, logo or endorsement may not be used in vendor materials without prior written approval of C2O. The same usage rules apply to "Paula's Picks" and "Michelle's Best Buys".

7. Partnership Market Development Plan

- a) All endorsed vendors must participate in a Partnership Market Development Plan with revenue sharing back to C2O to enable us to support catalog printing, co-location and year-round marketing efforts to reach our mutual goals. A recommended level of partnership is included in your proposal packet.
- b) Similar or equivalent revenue generating Partnership Market Development Plans may be considered; contact a Program Director for specific details as regards your proposal.
- c) Mandatory sales reporting is a requirement of all Partnerships.
- d) Benefits of Market Development Plans are listed on the proposed Partnership Market Development Plan.

8. Buying Show Participation

- a) Vendors must contact CAMEX directly to participate in the trade show.
- b) CAMEX rules and regulations apply to all exhibitors.
- c) C2O approved vendors will be provided "Connect2One Vendor Partner 2011" signage for their CAMEX booth. Approved vendors will be highlighted on a special map distributed to C2O members.

9. Proposal Format

A complete checklist is enclosed in the Request for Proposal packet. Forms are available for download at www.connect2one.com/vendorforms.asp.

- (a) Complete or update the "Vendor Profile" Form.
- (b) Complete or update the "Vendor Policies" Form.
- (c) Sign and submit the Market Development Partnership Plan.
- (d) Use the appropriate C2O "Proposal Form" or, if applicable, make corrections and additions to the 2010 Back-to-School Catalog pages or the 2010 e-mailed spreadsheet version. Proposals and/or price lists may be sent in other formats but must include all information as shown on the C2O Proposal forms. **Electronic Excel spreadsheet formats are preferred.** For more information or to receive a formatted spreadsheet template contact Vicky Gladish at vgladish@connect2one.com.
- (e) Submit exclusive C2O Show Specials.
- (f) Code of Conduct: C2O is committed to doing business with vendors who conduct their business affairs in a socially responsible and ethical manner. In addition, C2O seeks business partners who demonstrate a commitment to progressive environmental practices and preservation of the earth's resources. Include with your proposal a current copy of your "Code of Conduct", "Factory

Disclosure" or similar documentation of your company's commitment to these ideals. All school logo imprint manufacturers are expected to comply with this request.

- (g) Submit your current full-line catalog and standard price list.
- (h) Submit territory coverage and names of field representatives.
- (i) Contact a Program Director for sampling requirements related to your offering. Samples will be returned only if requested. Do not send samples on an invoiced basis.

10. Confidentiality

- a) Sales data submitted under the MANDATORY SALES REPORTING requirement will be treated with confidentiality. Each individual store member receives only their specific sales history as reported by each vendor. Sales data by store location is shared with C2O staff for discussion only with the individual store member.
- b) Sales data is maintained in confidence by the C2O staff. Individual store sales details and sales totals are not shared outside of the C2O staff nor with other vendors.
- c) Program details are distributed only to C2O member stores and are not shared by C2O with other vendors.

11. Deadline for Proposals

All proposals must be delivered to the Connect2One office no later than **Monday, November 15, 2010**

Send Proposals to:

Connect2One
Program Proposal
4350 Glendale-Milford Rd, Suite 240
Cincinnati, OH 45242

12. Notification

Upon approval of your proposal, we will fax or email you a proof of your catalog page(s). Final acceptance of your program is contingent upon receipt of your signed Vendor Partnership Market Development Plan.

If you have any questions regarding this process or if you would like to schedule an in-person presentation, please contact one of our C2O Program Directors at 800-563-9034.

Contacts:

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School, office, art supplies, technology products, electronics, books, c-stores, store services

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Apparel, hats, backpacks, insignia items, souvenirs, graduation products, gifts, magazines rebates, Code of Conduct

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