



National Ready Mixed Concrete Association

M2M PROGRAM



MEMBER TO MEMBER

Dear NRMCA Associate Member:

As you already know, being a member of the National Ready Mixed Concrete Association (NRMCA) – whether a concrete producer or an associate - has many benefits, but did you know that NRMCA also has a Member to Member (M2M) Program that is designed to benefit both producers and associates at the same time? Well, now's the time to learn more, because NRMCA is launching a completely overhauled M2M Program, and that begins with you!

Right now, it is more important than ever to provide value for our members. Strengthening existing programs is just one of the ways the Association can do this. The bolstered M2M Program will deliver measurable value to all NRMCA members. In addition to the associate member benefits you already receive, we will work with your company to promote your special discounts, rebates, services or other "NRMCA Members' Only" incentives which could drive significant revenue to your company. NRMCA producer members, your customers, will in turn see the savings, freeing up more capital and giving them additional buying power. With strong participation from our associate members, a small concrete producer could potentially recover its NRMCA dues through savings offered by M2M partners.

To become an NRMCA M2M partner, simply complete the attached application, identifying the discount/rebate/incentive you are offering exclusively to NRMCA members. In addition to that discount, you will also agree to provide a royalty back to NRMCA in an amount equal to 25% of the value you are offering to the member. For example, if you are offering a \$500 discount, the member would receive \$500 off at the time of purchase, and NRMCA would receive a royalty of \$125 (payable quarterly).

In return, your company will receive the following benefits of becoming a partner in the NRMCA M2M Program:

- Access to the electronic NRMCA producer membership list twice per year - once when your membership dues are paid in full and again before NRMCA's ConcreteWorks in the Fall.
- NRMCA will actively promote the M2M Program through email, e-news and all social media platforms highlighting M2M Program participants and the benefits offered.
- A dedicated M2M Program page on NRMCA's website, featuring your company logo which will be linked to your designated webpage with full details on your offer.
- NRMCA will design marketing tools such as logos, banner ads, etc. for M2M participants' use.
- Associate members already receive discounts on NRMCA's ConcreteWorks exhibitor space. M2M Program partners will also receive additional Priority Points which are used to calculate priority selection of booth space.
- Special recognition for participation in the M2M Program at NRMCA's Annual Convention, ConcreteWorks and other events.

- Early access to event sponsorship opportunities and advertising opportunities in NRMCA's quarterly magazine *InFocus*. As an event sponsor, M2M Program Partners will receive special recognition accordingly.
- Phase 2 of the new M2M Program will also offer access to savings from a group purchasing partnership on products and services like office supplies, electronics, travel, ride share, shipping and more – savings that will be made available to you as well as the producer members.

NRMCA's goal is to see the positive impact the M2M Program will have on our producer member's bottom line, while our M2M Benefits Program partners see increased revenue being generated from member purchases.

The M2M Program is intended as an informational service only. Participation in the program shall in no way be construed as an endorsement of any product or service by the National Ready Mixed Concrete Association. Participation is limited to associate members in good standing.

We are excited about the changes being made to the NRMCA M2M Program and the opportunities it brings for your business and the businesses of your customers. If you have any questions, or would like to discuss the program further, please contact NRMCA's Jacques Jenkins at jjenkins@nrmca.org or 703-706-4865. Otherwise, please complete the attached application form to become an M2M Program Partner.

M2M Program Enrollment Form



The National Ready Mixed Concrete Association (NRMCA) is proud to work with our associate member partners to showcase special NRMCA-exclusive savings and incentives on your products and services.

All applications for the M2M Program offered by NRMCA will first be reviewed by NRMCA and must be approved.

To learn more about your business and the discounts, rebates or services you are offering NRMCA members, please fill out the following questions. Attach additional pages if needed to answer questions.

COMPANY INFORMATION

Company

Mailing Address

City

State/Province

Zip/Postal Code

Phone

Website

PRIMARY CONTACT PERSON

Name/Title

Mailing Address

City

State/Province

Zip/Postal Code

Phone

Email

Briefly provide an overview of your company.

Please provide an overview of the specific discounts, rebates or services you will be offering. How is the offer you are providing NRMCA members better than something non-members would receive?

Are there any limitations or exceptions to your program?

What could NRMCA do to make the M2M Benefits Program successful for you?

Terms and Conditions*

- The NRMCA M2M Program partner must be a member in good standing and must maintain their membership as long as they are an M2M partner. The Association only accepts proposals from current members and benefits of the partnership will not be extended until membership dues are paid in full each year.
- M2M Program terms of agreement are one-year and are automatically renewed upon payment of dues the following year unless NRMCA is notified in writing.
- The M2M Program discounts, rebates or services that are presented and offered must be honored during the terms of agreement without changes.
- All current NRMCA associate members will be offered the opportunity to participate in the M2M Program.
- Discounts, rebates or services offered must provide an exclusive benefit to NRMCA members.
- The NRMCA M2M Program partner agrees to provide a royalty back to NRMCA in return for its marketing of the M2M program, based on sales, in the amount of 25% of the discount, rebate or value of the service provided to the buyer. This royalty will be payable quarterly with a report of NRMCA member participants.
- The M2M Program partner may cancel this agreement at any time with a 30 day written notice that includes an explanation as to the cancellation.

The M2M Program is intended as an informational service only. Participation in the program shall in no way be construed as an endorsement of any product or service by the National Ready Mixed Concrete Association. Participation in the program is strictly at the discretion of the Association. NRMCA can discontinue the program at any time without notice. Participation is limited to Associate Members in good standing. Failure to continue annual membership will result in immediate removal from the program. NRMCA shall accept no responsibility for disputes between suppliers and customers.

I Agree to the Terms and Conditions

Print Name

Signature/Date

*Member companies must submit signed terms and conditions before participation in the M2M Program can be confirmed.

Please return this enrollment form with an EPS (vector) version of your company logo to Heather Houck at hhouck@nrmca.org or Jacques Jenkins at jjenkins@nrmca.org.