



2004 Supplier Recognition Awards Ballot Package

In order to promote better cooperation between distributors and their suppliers and to assist manufacturers in understanding the needs of their distributor partners, AVDA is asking all distributor members to rank the suppliers with whom you do business based on the criteria listed here. The results also allow your suppliers to use this information to assess their performance in each of the awards categories and to encourage dialog on how to improve the supplier-distributor relationship.

Instructions

Before filling out the rating forms attached, please be sure to read these instructions so evaluations will be fair and consistent.

- 1) Rate only those suppliers with whom you are **currently** doing business.
- 2) Prior to voting, discuss each nominee **and** each category with others in your organization, such as your:
 - warehouse manager
 - purchasing manager
 - sales manager
 - accounting personnel
- 3) The rating system consists of five (5) points. Use these numbers only — no fractions or decimal points:
 - Excellent..... 5
 - Good..... 4
 - Average..... 3
 - Fair..... 2
 - Poor 1
- 4) Use the following descriptions of each voting category when evaluating each supplier:

Category #1: Sales Staff/Field Support

This Award recognizes the manufacturer whose sales staff consistently offers superior support to your organization in areas such as:

- Frequency of sales calls with buyer
- Sales ride-alongs, willingness & frequency
- Training
- Accessibility
- Prompt follow-up on problems
- Timely information regarding new products, changes, new packaging
- Information on industry trends

Category #2: Profit Potential

This award recognizes the manufacturer who provides a high level of profit potential through:

- High Gross Margin
- Sales and Purchasing Rebates
- Price Policy or Margin Support
- Marketing funds availability, Co-op advertising programs
- Freight/handling costs per sales dollar
- Awards incentives for sales force
- Frequent Promotions
- Participates in Sales Meetings

Category #3: Order Fulfillment & Customer Service

This award recognizes the manufacturer who demonstrates exceptional customer service in the following areas:

- On-time delivery of product
- Fill rate
- Packaging
- Helpful Customer Support staff
- Returns policy

Category #4: New Product Opportunities

This award recognizes the manufacturer whose policies and practices best support new product opportunities in the following areas:

- Rate of new product introduction
- Supplier commitment to Research & Development
- Marketing support for new products
- Demo product availability
- Expanding market with new industry products

Category #5: Overall Distributor Relationship

This award recognizes the manufacturer whose policies and practices best support the wholesaler-distributors' role in the distribution channel.

Criteria include:

- Maintains a distribution network that allows for adequate market coverage without too much distributor overlap.
- Maintains price and margin programs that provide competitive market prices while allowing adequate margin for distributors.
- Provides incentives and rewards for distributors to "grow the business."
- Products are available in quantities and order minimums that allow for adequate distributor ROI and service levels.
- Assists distributor in product discontinuation and liquidation, as well as new product introductions.
- Addresses marketplace issues with the help of distributors.

Awards will be presented to the suppliers who accumulate the most points in each category. Additionally, the company accumulating the most overall points will be recognized as Supplier of the Year.

All awards will be presented during the AVDA Awards Banquet, April 19, 2005 in Coral Gables, Florida. Make plans now to attend the AVDA Annual Conference. Complete registration information is available on the AVDA website at www.avda.net, or contact AVDA at 443-640-1040 to have a brochure mailed to you.



Mail or fax your completed ballot by
Friday, March 11, 2005 to AVDA at:

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Fax: 443-640-1031 Phone: 443-640-1040

Send completed ballot by Friday, March 11, 2005