



Corporate Level Membership

Corporate Level membership offers advantages and opportunities not available to our membership level subscribers. It is designed for companies looking to sell to the independent wireless dealer, or otherwise looking to communicate to those businesses.

With an exclusive marketing database of over 18,500 wireless dealers and repair shops, NWIDA is the perfect marketing partner for your wireless related products or services.

NWIDA has packaged some of our more popular marketing opportunities, as well as some exclusive options – just for Corporate Level members.

All Corporate Level members receive:

Item	Value
2 Free Email Blasts (2000 per) + 25% discount on all other email blasts	\$300 + \$18.75/1000
4 Month Ad Run on NWIDA LIST No Setup Charge	\$250
20% Discount on all Roadshow Sponsorship	\$240-\$580
50% on Phone Experience program Add 2 additional models at 50%	\$150 \$79
Free Premium Level on NWIDA List.	\$99
Discounted NWIDA membership for your customers PLUS 5% Referral fee to your organization	\$20-\$75 per member
Free enhance reporting on email blasts	Corp. Level Exclusive
Free Social Media Posts (2x month for 6 months)	Corp. Level Exclusive
Total	\$1650+

Corporate Level Membership is available at an annual rate of \$999. To sign up for a Corporate Level Membership, please visit www.nwida.org/cl or contact NWIDA at info@nwida.org or 919/694-3298 (919-NWIDA-98.)



2019 RoadShows

Beginning in 2019, NWIDA in conjunction with WiBOC, will be doing a series of Roadshows – a combination of showcase for vendors and manufacturers and exclusive content – designed to give the independent dealer exclusive content for them to not only to compete, but to thrive.

These events will be geared to specific store Brands (Boost/Sprint, Metro, Cricket and Multi-Carrier.)

Sample Itinerary (this one is designed for Boost Mobile store owners/managers):

Part 1: Learn insights from industry experts on what the insiders are saying about the potential merger outcomes and the impact on the future of your business.

Adam Wolf, CEO, NWIDA - National Wireless Independent Dealer Association

Mark Landiak, CEO, Corporate Dynamics Inc. - America's #1 Consultants to Independent Wireless Dealers

...and valuable insights from other pundits who are closely following the merger

Part 2: What steps should Boost Dealers be taking right now??

Learn 8 actions you should be taking right NOW to protect the value of your business and put it in the best possible position regardless of how things turn out between Sprint and T-Mobile.

AGENDA / FORMAT:

- 9:30am to 10:30am >> Supplier Showcase Open House
- 10:30am to 11:30am >> NWIDA session / Making Money in Wireless Seminar (am session)
- 11:30am to 12:00pm >> Networking and Supplier Showcase

- 2:00pm to 2:30pm >> Supplier Showcase Open House
- 2:30pm to 3:30pm >> NWIDA session / Making Money in Wireless Seminar (pm session)
- 3:30pm to 5:00pm >> Networking and Supplier Showcase

Sponsorship Levels

There are currently 3 Road Shows scheduled for 2019 – in Miami, Tampa and Houston (all in March)

Each space is available for \$1200 per city or \$2900 for 3 cities. (**NWIDA Corporate Level Members save 20%!)** Once the rest of 2019 is planned, return vendors will receive priority space and special pricing. Exclusive sponsorship categories are available. To become a RoadShow Sponsor, please contact NWIDA at info@nwida.org or 919/694-3298 (919-NWIDA-98.)

Supplier Partner Invitation to participate in the: **SELL MORE / MAKE MORE Dealer Roadshows**



*In collaboration with the 7,400-member,
Wireless Professionals Group and 20 of
the Wireless Industry's Top Suppliers*

- **Strengthening the Independent Wireless Dealer Channel by providing Product, Services & Strategies to Grow Sales & Increase Profits**
- **Helping Supplier Partners to promote their brand, increase demand and bolster market share.**

DEALER ROADSHOW: PURPOSE & PREMISE

WiBOC and NWIDA delivered a special seminar at CES to update dealers on the T-Mobile/Sprint merger and what they should be doing now to prepare their business to prosper regardless of the outcome.

Response was very positive and we received multiple requests to “bring the show on the road.” So that is exactly what we are doing.

At each session, we will have a **Supplier Showcase** for products and services that can improve operational efficiency and help dealers to make more sales and profit.

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Day 1 - Sprint/Boost Dealers: Merger Update - How to Prepare your Business for Success Regardless of the Outcome

Day 2 - Metro by T-Mobile and T-Mobile Dealers: 41 Strategies for Increasing Store Sales & Profitability

*Our Supplier Partner’s products and services will be actively promoted during the day.

OVERVIEW & SUPPLIER PARTNER VALUE PROPOSITION

2-Day events in multiple cities providing Dealers showcasing products, services and strategies to improve profitability and protect the value of their business.

DAY 1 - SPRINT / BOOST MOBILE DEALERS (Owners and Senior Managers)

DAY 2 - METRO PCS DEALERS (Owners, Senior and Store Managers)

Supplier Partners may elect to do one or both events including:

- ▶ Table Display and Dealer Networking Time
- ▶ Supplier Value Proposition Integrated into Presentation
- ▶ Pre- and Post-Show Marketing
- ▶ “Virtual Exhibit” on WiBOC Showcase included
- ▶ Contact information in Participant Materials
- ▶ Listing of attendees



SELL MORE / MAKE MORE ROADSHOW LOCATIONS

- ▶ **MIAMI Day 1 - SPRINT / BOOST MOBILE DEALERS**
Wednesday, March 6th
- ▶ **MIAMI Day 2 - METRO by T-Mobile (Metro PCS) DEALERS**
Thursday, March 7th
- ▶ **TAMPA Day 1 - SPRINT / BOOST MOBILE DEALERS**
Wednesday, March 13th
- ▶ **TAMPA Day 2 - METRO by T-Mobile (Metro PCS) DEALERS**
Thursday, March 14th
- ▶ **HOUSTON Day 1 - SPRINT / BOOST MOBILE DEALERS**
Wednesday, March 20st
- ▶ **HOUSTON Day 2 - METRO by T-Mobile (Metro PCS) DEALERS**
Thursday, March 21st

Sprint/Boost Dealers presentation will focus on The Latest Update on the T-Mobile / Sprint Merger, and How to put their Business in the Best Position Possible Regardless of the Merger Outcome

**T-Mobile and Metro by T-Mobile (Metro PCS) Dealers seminar is titled:
41 Strategies for Increasing Store Sales & Profitability**

WHAT TYPE OF SUPPLIERS ARE ELIGIBLE TO PARTICIPATE IN THE DEALER ROADSHOW?

Invitations are open to:

- ▶ Handset and Accessory Manufacturers
- ▶ Accessory and Other Wireless Distributors
- ▶ Providers of Services
- ▶ Support Organizations
- ▶ Master Agent Organizations
- ▶ All companies representing products & services that improve operational efficiency, increase sales, or create incremental profit.



Note: While the Road Show is not category specific, we will limit participation to a small number of suppliers per category. So reserve your spot today.

FACTORS IMPACTING DEALER PROFITABILITY THAT OUR PRESENTATION AND SUPPLIERS WILL ADDRESS IN THE ROAD SHOWS

- <\$\$\$> Decreasing Carrier Commissions
- <\$\$\$> Increasing Cost of Doing Business (Handsets, Real Estate, Labor, etc.)
- <\$\$\$> High Turnover & Difficulty Finding/Hiring and Retaining higher caliber employees
- <\$\$\$> Issues with a lack of proficiency at the front-line
- <\$\$\$> Inexperienced Retail Managers
- <\$\$\$> Lack of essential products/processes to operating more efficiently and profitably
- <\$\$\$> Increased fraud and theft
- <\$\$\$> High number of chargebacks and poor commission reconciliation
- <\$\$\$> Rising real estate costs
- <\$\$\$> Increasing # of retail and on-line competitors
- <\$\$\$> Preparations for a 5G world

The Dealer Road Show is designed to inform dealers about new ideas, new products, new services and new strategies to help them succeed.

2019 DEALER ROAD SHOW SUPPLIER BENEFITS

Aid Marketing Efforts and Promote your Message and bring on New Dealers for your products/services_(via ads and articles on: WiBOC.org, NWIDA.org, the WPG LinkedIn community, web and social media communications.)

Boost your Sales! by providing education, training and point-of-sale awareness aimed at increasing Dealer sales.

Increase Dealer Engagement & Commitment to actively utilize and/or represent your products and services

Add Value and Build Loyalty with existing Dealer Relationships by supporting the Road Show initiative.

Provide a cost-effective, ongoing Marketing Campaign with low-cost, high exposure marketing programs and events. Cost Share client seminars and receptions at CTIA, CCA, CES and other Industry events with other Supplier Partners.

SELL MORE / MAKE MORE IS A MORE PRODUCTIVE, MORE PROFITABLE USE OF YOUR MARKETING FUNDS

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- ▶ **Less Cost & Greater Returns:** Instead of sponsoring a 1-day event and getting your name on some banners, or paying \$15,000 for an over-priced dinner sponsorship with no residual impact, **Sell More / Make More** provides 2 consecutive days
 - ▶ **SM / MM** is designed to **minimize travel and event costs** while supporting your sales and marketing efforts - in specific markets...with dealers from specific carriers.
 - ▶ **Special Large Dealer On-site Events and training at Dealer location:** If you would like to bring SM / MM to one of your larger dealers as a value-added service, We will coordinate on-site presentation(s) for up to 28 attendees (owners, senior managers and Store Managers). Coordinating Supplier Partners may request category exclusivity for on-site sessions.

ABOUT YOUR EVENT SPONSORS



WiBOC is a trade organization created for Pre- and Post-Paid Independent Wireless Resellers. WiBOC provides industry-specific training, information on new products/services, current trends and strategies for growing sales & profitability.



NWIDA is an association created to provide independent wireless resellers with a voice and representation on legislative issues. NWIDA also provides dealers with discounts on a wide variety of products and value-added consultative services.



The Wireless Professionals Group is a LinkedIn Community of 7,500 members providing business- relevant topics for running a profitable wireless business.

ABOUT YOUR SEMINAR FACILITATOR: MARK LANDIAK, PRESIDENT, CDI



- When wireless retailers are looking for ways to increase sales, keep their customers and grow their profits, they call Corporate Dynamics, Inc. CDI President, **Mark Landiak** is a thought leader in the wireless industry and expert on how to drive sales and profitability for wireless companies. Over the last 25 years, Mark has worked with more wireless business owners and senior level managers than any consultant in America.
- Mark is the author of 3 books including *Beat Your Best™ - A Manager's Guide to Coaching High Performance* and recently launched *The Store Manager Development Program* to train front-line managers to run a wireless location.
- Mark has been a feature speaker at CES, CTIA, CCA, the Prepaid Expo and dozens of carrier events.

ABOUT YOUR SEMINAR SPEAKER: ADAM WOLF, PRESIDENT, NWIDA



- Starting his wireless career in the late 1980s, **Adam Wolf** has worked with carriers, MVNOs, retailers and equipment manufacturers for over 30 years. In 2017, he founded **NWIDA** - the National Wireless Independent Dealer Association, after running a Master Agency and seeing first-hand the challenges of a wireless dealer, that isn't backed by "corporate."
- Adam has been a feature speaker at the Prepaid Expo and numerous carrier events, and has been heard on Sirius/XM Radio.

SELL MORE / MAKE MORE SEMINAR SERIES

▶ FEE SCHEDULE:

▶ \$1,200/Session (1 day), or \$2,850/ 3+ Sessions (3 days) (\$950 ea.)

▶ **NWIDA Corporate Level members save 20%**

▶ To receive our complete schedule of dates and locations, or to learn more about becoming a Supplier Partner, contact:

▶ Mark Landiak @ 630-267-9800

▶ Meg Nigro @ 708-567-8835

▶ Adam Wolf @ 919-694-3298

We look forward to working with you!