



NEW MEMBER APPLICATION

TO BECOME A MEMBER OF EORA

1. Applicant must be a Sales Rep on the road.
2. This application must be completed and accompanied by **TWO** (2) letters of recommendation from EORA members.
3. Prospective member must currently travel **ONE** of the territories covered by the EORA.
4. New members pay an initiation fee of \$500.00 and the yearly membership dues \$350.00. **FULL** payment must accompany application.
5. All applications are submitted for review and approval by the EORA Board of Directors.
6. All applications must arrive **FOUR** (4) weeks prior to scheduled Board of Directors meeting.

DUE DATES FOR APPLICATIONS ARE:

May 18th, 2009 – four weeks prior to June 2009 board of directors conference call

June 22nd, 2009 – four weeks prior to July 21, 2009 board of directors meeting

Oct. 16th, 2009 – four weeks prior to November, 2009 board of directors meeting

There will be a **\$50.00 Late Fee** assessed to all applications that arrive PAST the due date listed above.

- ALL MEMBERSHIPS ARE INDIVIDUAL AND NON-TRANSFERABLE.
- MEMBERSHIP can start at any time of the year but fees are **not** pro-rated.
- A seniority number is given to all new members. Seniority numbers are used when making booth or room assignments at the shows.
- In order to exhibit at an EORA show, you must be an active member. The application form must be filled out completely and submitted correctly; otherwise, there will be a delay in the Board of Directors voting.

MANUFACTURERS/DISTRIBUTERS DO NOT QUALIFY FOR MEMBERSHIP IN THE EORA

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____

MOBILE: _____ Date of Birth: _____

Email : _____

EASTERN OUTDOOR REPS ASSOCIATION

List your Product Lines:

How Many Years:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Your Product Lines and Contact Information will show up in the next Buyers Guide. The Buyers Guide is produced twice a year. Due to production lead times you will not show up in the Buyers Guide until the following season after joining the EORA.

PLEASE LIST THREE REFERENCES WITH PHONE NUMBERS (preferably another rep)

INCLUDE A MINIMUM OF TWO LETTERS OF RECOMMENDATION FROM EORA MEMBERS

Letters of Recommendation may be sent individually to the EORA office by mail, fax or e-mail directly from the sender/writer.

LIST OTHER TRADE ASSOCIATIONS YOU ARE A MEMBER OF AND LENGTH OF MEMBERSHIP.

EASTERN OUTDOOR REPS ASSOCIATION

If there is any other information you feel would be pertinent in reviewing your application, such as background with the outdoor industry, please submit on your letterhead along with application.

MANUFACTURES/DISTRIBUTORS DO NOT QUALIFY FOR MEMBERSHIP IN THE EORA

I AGREE TO ABIDE BY THE RULES, REGULATIONS AND BY-LAWS OF THE EASTERN OUTDOOR REPS ASSOCIATION. ALL INFORMATION LISTED IS TRUE TO THE BEST OF MY KNOWLEDGE.

X _____

Signature & Date REQUIRED on above line.
(Will not process application without it)

\$500.00 Initiation Fee (1st year only) and \$350.00 Annual Membership Dues.
Total due: \$850.00.

Sorry, No Manufacturer (Vendor) checks allowed

Please issue payment payable to the EORA on either personal checks, Master Card, Visa or American Express.

Name on Card _____
(please print)

Card No. _____ - _____ - _____ - _____

Expiration Date _____

Signature _____

MASTER CARD-VISA-AMERICAN EXPRESS
(circle card used)

OFFICE USE ONLY

PD _____
DATE _____
CK/AP# _____
SR # _____

ATTACH YOUR **TWO** LETTERS OF RECOMMENDATION TO THIS APPLICATION



EORA MEMBERSHIP RULES

AUGUST

2008

RENEWAL MEMBER:

Yearly membership fees are due upon receipt of invoice. If fees are not paid by January 15, there will be a \$50.00 late fee imposed (postmarked Jan. 16, to Feb. 15,). If membership fees are **NOT** paid by February 15, MEMBERSHIP will be TERMINATED. (Postmarked after Feb. 16,)

MEMBERSHIP IS INDIVIDUAL AND NON-TRANSFERABLE.

ACTIVE – Members who currently travels one of our regional territories and plans to attend one of our rep shows.

NON-ACTIVE – Non-active status is granted by the Board of Directors. Member must petition the Board requesting Non-active status. If granted, annual non-active fees are \$50.00 for individuals who wish to relinquish seniority ranking and \$100.00 for those who wish to maintain seniority ranking.

To request non-active status one must follow the same time regulation as stated in renewal member. Non-Active members are not allowed to purchase booth space, and do not have voting privileges. Non-active members may attend EORA shows as manufacture/Principal, or guest of show, with all other rules applying. Non-active members must reactivate membership if working in any other capacity with all other rules applying.

To become a member of EORA a rep must:

1. Travel in one of the regional territories covered by the EORA.
2. All memberships are individual and non-transferable.
3. Membership can start at any time of the year but is not pro-rated and renewal membership will be due upon receipt for the following year.
4. New members pay an initiation fee plus annual membership dues the first year.
5. A Seniority number is given to all new members except for subordinate. Seniority numbers are used when making booth or exhibit assignments at the shows. 11-06
6. All membership applications must be received four (4) weeks prior to a scheduled Board of Directors meeting. Incomplete application will not be reviewed. 11-93
7. All members must abide by EORA Event Rules and Regulations. 11-07

MEMBERSHIP CATEGORIES EORA has four membership categories.

(a) Regular Membership.

Any person who derives his or her livelihood primarily as an independent sales representative selling products in the outdoor recreational industry, whose principal place of business is separate from companies engaged in the manufacture of outdoor recreational products and whose sales territory includes states located east of the Mississippi River. To qualify for regular membership, an individual's primary method of compensation must be on a commission basis and the individual cannot hold any management position other than sales, with a company involved in the manufacture or distribution of outdoor recreational products. When qualified as a regular member, such individual shall be entitled to One (1) vote on each matter submitted to the members at large for vote.

(b) B Class Membership.

Any person who derives his or her livelihood primarily as a non-independent sales employee working for a company engaged in the manufacture or distribution of outdoor recreational products. To qualify for **B Class** membership, an individual's primary method of compensation must be on a salaried basis, must travel in the above territory on behalf of an employer, and cannot hold a management position with a company involved in the manufacture or distribution of outdoor recreational products. **When approved as a B class member such individual shall be entitled to One (1)**

vote on each matter submitted to the members at large for vote.

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Inactive Membership

Any person having non-show, non-voting privileges with seniority privilege being optional. Inactive membership status must be approved by the Board of Directors on petition of the individual member and the fee to maintain seniority or relinquish seniority ranking will be determined by the Board of Directors.

Subordinate Members:

Any active Regular Member may appoint a Subordinate Member in the Association by notification to the Executive Director. A person is eligible to hold a Subordinate Membership if that person derives income from the sale of outdoor recreational products directly from the Regular Member appointing such person. A Regular Member may appoint more than one Subordinate Member, and may reassign a Subordinate Membership to another eligible person upon notification to the Executive Director.

A Regular Member may hold open an unassigned Subordinate Membership position by maintaining the dues for such position in good standing.

Unless a Subordinate Membership is otherwise terminated pursuant to these Bylaws, a Subordinate Membership shall be terminated upon such person no longer deriving income from the Regular Member or upon notification of termination or reassignment by the Regular Member by whom the person was appointed.

Subordinate Memberships are non-voting.

SHOWS

Currently EORA sponsors multiple shows per year:

To attend a show your regular membership fee must be paid on time.

The appropriate booth/show fee must also be paid. Failure to pay on time can affect your booth selection, listing in the show registers and Buyers Guide.

There will be a charge of \$50.00 on all returned checks.

Refer to EORA By-laws for complete membership rules.

Definitions

- 1.1 An EORA event is any planned interaction between members of the EORA organization and any member of any retail establishment or the general public.
- 1.2 Primary Booth Space is that area made up of individual unit spaces assigned to an EORA member/exhibitor within the main exhibit area.
- 1.3 Auxiliary Booth Space is that area made up of individual unit spaces assigned to an EORA member/exhibitor within the entire area but separate from Primary Booth Space and designated for use as a display space for larger items such as boats and tents.
- 1.4 Unit space is the area that is the result of the equally divided space represented within a particular facility. Unit space rental rates shall be based on the square foot rate of that facility.
- 1.5 Event Period is that time frame and/or hours as published or indicated to participants that such participants may engage in business activities under the sanction of EORA.

Event Guidelines

- 2.1 EORA Show Rules and Regulations apply to all EORA Sanctioned events. Every individual participating in such a sanctioned event will abide by those rules and any regulations indicated or posted by facility associated with such events.
- 2.2 Each exhibit and/or booth must remain fully assembled with all contents on display, and be manned by an EORA Member/exhibitor for the full event period.
- 2.3 All Exhibit and/or Primary Booth Space will be open during published or indicated event period only, unless prior arrangements are made with the EORA event management.
- 2.4 No EORA member shall be allowed to display or review any product or information outside of an EORA sanctioned event during that event period. All such product and information presentations shall take place at the assigned Primary or Auxiliary booth space within the facility and parameters of the EORA event. No Company or EORA member sponsored functions shall be allowed inside or outside of any EORA sanctioned event during that event period.
- 2.5 The only exception to Rule 2.4 will be; an occasion where an EORA member is attending another sanctioned event/show of another organization of which they are a current member, or where the current member has a place of business (show room) within the immediate proximity of the show in this case, the EORA must receive written notification of such conflict fifteen (15) days in advance of the commencement of the EORA event.
- 2.6 There will be no, solicitation or congregating or any other selling activities conducted by an EORA member outside of the members assigned Primary or Auxiliary Booth Space during event period.
- 2.7 Vehicles may be used as props in a Booth space during any event period. Member/exhibitor are required to rent enough assigned booth space to accommodate the entire vehicle. Members must abide by Fire Marshal code and/or any special requirements the EORA event management requires. The EORA Regional Board will have final approval on all vehicles.
- 2.8 Alcoholic beverages are not to be consumed during show hours.
- 2.9 Tobacco products are not to be used within the exhibit area.
- 2.10 Pets are not allowed within the exhibit area, except for animals trained or required for personal assistance.
- 2.11 Children under the age of 16 are not allowed into the show. Exceptions will only be allowed for infants in backpack or child carriers.
- 2.12 Event Fees are not refundable unless notification is made in writing eight (8) weeks prior to the commencement of the event.
- 2.13 Security is not covered by Primary or Auxiliary Booth Space rental fee. Security may vary per exhibit / display area or facility.
- 2.14 EORA Members are responsible for all hotel charges, drayage fees, shipping expenses, etc. All charges shall be paid upon checkout and/or time of departure from the event facility.
- 2.15 All promotional giveaways shall be restricted to the confines of the EORA member's/exhibitors Primary or Auxiliary Booth Space.
- 2.16 The use of any type of camera in the show area is prohibited unless the consent of the exhibitor has been granted.

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Member Event Space Assignment

- 3.1 Event unit space selection will be determined by member seniority number on an individual basis.
- 3.2 The maximum amount of Primary and Auxiliary event unit spaces available per member, and the use thereof, will be determined by the Regional Board of Directors and the event Management; and may be limited based on facility size. Each EORA member, selecting Unit Spaces based on their seniority must be in attendance at the event as required in section 2.2

Subordinate Rules

- 4.1 A Subordinate Membership is a transferable membership paid for and maintained by a Regular Member and applied to a rep employed by that Regular Member.
- 4.2 Any active Regular Member may appoint a Subordinate Member in the association by notification to the executive director.
- 4.3 All Subordinate Memberships must be approved by the board of directors.
- 4.4 Subordinate Memberships are subject to the same application acceptance process, dues and fees as Regular Memberships
- 4.5 Subordinate Members are non-voting and may not sit on the EORA Board of Directors
- 4.6 All Subordinate Membership transfers must be approved by the Executive Director 45 days prior to the event.
- 4.7 A Regular Member may hold open an unassigned Subordinate Membership position by maintaining the dues.
- 4.8 Subordinate Members must abide by the bylaws rules and regulations of this organization.
- 4.9 Any Subordinate Member no longer deriving income from the Regular Member holding that subordinate membership loses that subordinate membership
- 4.10 Subordinate Memberships terminate upon termination or reassignment of the host member
- 4.11 Subordinate Memberships will NOT be assigned a seniority number.
- 4.12 Booth space for Subordinate Member will be assigned by show management.
- 4.13 Subordinate Members applying for Regular Active Membership will be assigned a seniority number as a new member.

Non-Member Event Space Assignment and Fees:

- 5.1 Non-Member exhibitors wishing to participate in an EORA sanctioned event may do so at a cost of \$400.00 per Unit Space and a fee of \$800.00 per event. The total number of Unit Spaces allowed will not exceed the maximum per member allowed as stated in Section 3.2. All non-member Unit Spaces will be assigned after those of EORA members.
- 5.2 Only one (1) person from the non-member exhibitor is entitled to attend per event. Each additional person from such exhibitor attending the show will be charged a fee of \$350.00.
- 5.3 Non-Member Not for Profit organizations wishing to participate in an EORA sanctioned event may do so at a per Unit Space cost equal to that of an EORA member, but only with the approval of the EORA Board of Directors. All non-member Unit Space will be assigned after those of EORA members.
- 5.4 Only one (1) person from the Non-Profit organizations will be entitled to attend.

Assistants and Company Personnel Fees:

- 6.1 It is the responsibility of each member to register all Assistants and Company personnel.
- 6.2 Show Assistant: \$100.00 per event. Show Assistant = Non-Traveling, Non-Company or Non-Sales Person (ie; office personnel, secretaries, spouses, models, etc.).
- 6.3 Associate Rep: \$100.00 per event. Associate Rep = Individual Non-member Reps (ie; Sales Rep, Sub Rep, Tech Rep, etc.) that are assisting an EORA member. Associate Reps may attend EORA shows for a maximum of one year and there after must join EORA to continue working EORA events.
- 6.4 Company Personnel: \$100.00 per event. Company Personnel = Anyone from a Company represented by a member. (ie; Company President, VP, Sales Manager, Customer Service personnel, etc.)

Remedies and Penalties

- 7.1 The Vice President of the Region and/or appointed Board Member will have "final say" in any discrepancies or interpretations of the EORA Event Rules & Regulations.
- 7.2 Any complaints of infraction or non-compliance to EORA Event Rules & Regulations must be directed to the Board of Directors or event management in writing, within 24 hours.
- 7.3 The fee for all returned checks will be \$50.00.
- 7.4 1st Offense: \$200.00 and loss of seniority for one year
- 7.5 Subsequent Offense: \$500.00 plus additional disciplinary action as specified by the Board of Directors including potential expulsion from the organization.
- 7.6 Applications for Primary Booth selection will not be processed until all outstanding fees and/or fines are paid.

EORA MEMBER EORA Member Benefits

Here is a list of benefits for EORA members:

❖ **EORA Trade Shows**

- As a member you are eligible to exhibit in any EORA produced Trade Show.
- EORA produces 5 Regional Trade Shows a year.

❖ **EORA Buyers Guide**

- Upon becoming a member you are listed with your contact information and product lines you carry in the Buyers Guide the following season after joining.
 - Due to early production and distribution of the guide we are unable to include new members the season they join.
 - New Members will be included in the Show Addendum of the season they join with full contact information and product line listing.
- Over 2,800 of the directories are produced and mailed out to retailers, manufacturers and prospective members twice a year.
- Advertise the product you sell in the Buyers Guide to the buyers who attend EORA shows pennies a copy.

❖ **EORA Retailer Directory**

- Over 1,700 store locations in 23 U.S. States and Canadian Provinces
- Directory includes contact names, addresses, phone & fax numbers, e-mail and web site info, plus past EORA show attendance.

❖ **Professional Office**

- Used as a referral service to aid members in locating manufacturers looking for reps for their products
- Used as a referral service to aid manufacturers in locating reps

❖ **On-line News Letter, the "Scoop"**

- Contains association, industry and regional news that affects EORA members
- Classified section in back lists manufacturers seeking reps and other classified topics.

❖ **EORA Website: www.eora.org**

- Attendance lists from previous shows
- Updated show information
- Industry Show Calendar
- Reps Available listing posted twice a year
- Lines Available listing updated monthly
- Rep contact info & product line listing available on website home page for all retailers use as quick reference

❖ **Free SNEWS & BOSS Report e-mail membership**

- Receive this outdoor industry newsletter via e-mail for free with being a member

❖ **Hertz Discount Card**

❖ **Alamo Discount Card**

❖ **Red Roof Inn Discount Card**

❖ **Microtel Suite Discount Card**

❖ **CheckINN Direct Hotel On-line Discount**