

New BPMA Member Benefit

We are thrilled to announce an exciting addition to your membership benefits - the [Member Branded Distributor Buying Guide](#).

As a valued member of the BPMA community, we are constantly seeking new ways to support your business's growth and success, and we believe this new feature will be an invaluable resource from you to your clients.

You can find a BPMA Branded example [here](#). Member logos may be added on pages **1, 17 and 18**.

Here are five key benefits of this new membership feature:

Enhanced Brand Visibility: With your company logo and branding prominently displayed on the buying guide in two positions, you reinforce your brand presence with every interaction.

Professionalism and Credibility: Presenting your clients with a professionally branded buying guide adds credibility to your offering and instils confidence in your services.

Customised Marketing Collateral: The buying guide serves as a powerful marketing tool that you can leverage to showcase your product offering and capabilities directly to your client base.

Streamlined Communication: Simplify the buying process for your clients by providing them with a comprehensive guide that outlines essential information in one convenient resource.

Value-added Service: Offering your clients access to a branded buying guide demonstrates your commitment to providing added value beyond the standard distributor service offering, fostering stronger client relationships and loyalty.

Content

The buying guides are BPMA co-branded with your company logo. As a trusted industry brand for over 50 years, the BPMA offers advice and guidance to buyers as well as leading the promotional merchandise industry in delivering service excellence and compliance.

Each guide covers the following topics any distributor client needs to consider when purchasing promotional merchandise:

1. Procurement Planning
 - Order Timeline
 - Order Briefing
 - Branding Options
 - Lead times
 - Budgets
2. Constructing a brief
3. The order process
4. Sustainability and promotional merchandise

How do I request my buying guide?

Please click [here](#) and fill out your request form. Your request will be processed, subject to BPMA 2024/2025 membership renewal. Buying guides will be sent to you within 5 working days.