



Vplex Education  

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**Partner Application**

Date Completed: \_\_\_\_\_

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**A) Company Information**

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Legal Company Name: \_\_\_\_\_ DBA: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Fax: \_\_\_\_\_ Web site address: \_\_\_\_\_

Private     Public     Sole Proprietorship     Corporation     Partnership     Other:

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Are you an affiliate of another entity?  Yes     No

If yes, what is the complete name of the affiliated company? \_\_\_\_\_

If yes,  Educational     Commercial

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**B) Key Contacts**

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Executive Contact (Sets Education Related Business Strategy and is authorized to sign contracts):

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Contact (Manages Planning and Implementation of Education Related Marketing Activities):

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Sales Communication Contact (Dedicated to Educational Related Sales):

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ Address 2: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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## C) Financial Overview

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1) What was your company's total sales revenue for the last 12 months?

- Less than \$100,000                       \$100,000 – 499,999                       \$500,000 – 999,999  
 \$1,000,000 – 4,999,999                       \$5,000,000 – 9,999,999                       \$10,000,000+

2) What was your company's total education sales revenue for the last 12 months?

- Less than \$100,000                       \$100,000 – 499,999                       \$500,000 – 999,999  
 \$1,000,000 – 4,999,999                       \$5,000,000 – 9,999,999                       \$10,000,000+

3) What percentage of your last months sales to education market were in the following categories:

By Customer Type (Percentages must total 100%)

\_\_\_\_\_ % Elementary School Related    \_\_\_\_\_ % Middle School Related    \_\_\_\_\_ % High School Related

4) What is your projected education related sales revenue growth for the next 12 months? \_\_\_\_\_ %

5) What are your projected sales for education products online for the next 12 months?

- Less than \$30,000                       \$30,000 – 69,999                       \$70,000 – 149,999  
 \$150,000 – 499,999                       \$500,000 – 999,999                       \$1,000,000+

6) Please estimate how many orders for education related goods you process per year. \_\_\_\_\_ Orders

7) Please estimate what percentage of these orders includes more than one product or title. \_\_\_\_\_ %

8) What is your company's total number of full-time employees?

- 1-5                       6-19                       20-50                       51-100                       100+

9) What is your company's total number of Sales Representatives that sell to the education related market?

- 1-5                       6-19                       20-50                       51-100                       100+

10) What is your company's total number of Sales Representatives dedicated solely to the education market?

- 1-5                       6-19                       20-50                       51-100                       100+

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## D) Education Related Market Focus

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Describe in 200 words or less the strategic direction you have set for your company in the education market?  
(i.e. market share, increased service, online strategies, business goals, improved margins)

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## E) Customer References

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Please list 3 references that may be contacted for verification.

Institution Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Institution Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Institution Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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## F) Education Related Marketing

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Vplex is seeking companies that conduct marketing activities directed to education related users. What marketing activities has your company completed in the past 12 months targeting the education related market? Please check all that apply. Provide the number of times each activity was completed during the year (frequency). Also, please indicate the average circulation per item, if applicable. Note: Vplex may request samples of marketing materials throughout the authorization process.

	Frequency	Circulation
<input type="checkbox"/> Direct Mail	_____	_____
<input type="checkbox"/> Magazine/Newspaper Advertising	_____	_____
<input type="checkbox"/> Commercial Advertising	_____	_____

- Direct Email Advertising \_\_\_\_\_
- Web Advertising \_\_\_\_\_
- Catalog Advertising \_\_\_\_\_
- Training Events/Seminars/Tradeshows \_\_\_\_\_

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## **G) E-commerce Marketing Strategy**

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In 200 words or less, please describe your e-commerce marketing strategy. (i.e. growth, marketing, advertising, market share, software implementations, customer service, customer retention, branding)

Thank you for filling out the form.

Please fax or email completed form to: **1-800-558-7539 or [info@vplex.com](mailto:info@vplex.com)**

If you should have any questions regarding this form please contact:

**1-800-55-VPLEX Ext 80**

All applicable rates can be found on the rate card in the partner tour. <http://vplex.com/partner/tour.htm>