

# Preferred Supplier Division 2011 Membership Kit



Resorts of Ontario

*Buy at our Place!*

Your Partners 365 days a year

**Join the Resorts of Ontario  
Preferred Supplier Division Team.  
Access to over 8,000 accommodation rooms  
throughout Ontario.**

RESORTS OF ONTARIO, 29 Albert St. N., Orillia ON Canada L3V 5J9  
705.325.9115 F:705.325.7999 Toll Free: 1.800.363.7227

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# 2011 Preferred Supplier Overview of Membership Benefits & Services

- **Sales Opportunities!** [www.resortsofontariopreferedsuppliers.com](http://www.resortsofontariopreferedsuppliers.com)

## **NEW Email Newsletter:** *(Please refer to registration forms for any program restrictions)*

A Preferred Supplier Email Newsletter has been developed to create an alternative marketing medium. This will include four (4) quarterly deployments (January 4, March 21, June 1, October 1) and will incorporate a marketing and educational component.

- **Buy 3 Get 1 Free** Our new email Newsletter Format will be sent out to Resort, Adventure Recreation and Preferred Supplier Members, and will feature a Landing Page for advertisers in place of the 2011 Purchasing Directory.
- **Sponsored Link** Members have an opportunity to purchase a Sponsored Link within the Email Newsletter. First come basis. Only 4 links available per deployment. Your logo would appear on the Main/Title Page of per Quarterly Email Newsletter.
- **FREE A—Z & Category Listing on the Preferred Supplier Website.** In 2011, members will receive an e-file of member contact information with their Quarterly Preferred Supplier Email Newsletter. Distribution to Accommodation, Adventure Recreation and Preferred Supplier Members. (Labels List \$38.00 plus H.S.T.)
- **Educational Articles:** Members can submit Educational Articles within the Quarterly Email Newsletter, documents posted in an Archive File on the Preferred Supplier Web Site.

**Note:** Please be advised that **we will not be printing the 2011 Purchasing Directory this year.** In place of the advertising medium, we will be presenting an Email Newsletter to offer advertising opportunities to members. Please see inside for further details.

### **Target a Qualified Market**

- **\$300** Discount to exhibit at our annual Trade Show.
- Opportunity to insert promotional flyers into Resorts of Ontario mailers at a competitive rate.

## **Benefits**



- Access to competitive long distance rates North America Wide
- **Preferred Supplier Resort Exchange Club.** Preferred Suppliers and their staff will now have the opportunity to stay overnight at our participating resorts at a special rate. We are delighted to announce the special rate of **\$79.00 per room per night based on double occupancy.** What a great opportunity to stay at the properties you deal with on a regular basis while you are conducting sales calls. Call Resorts of Ontario at **1-800-363-7227** for further details. Discounts with Concierge Connection, Medieval Times, Niagara Helicopters, Wilderness Tours and Whitewater Adventure.

## **Networking & Sales Exposure**

- Annual Conference—March 28th for purpose of networking directly with Resort Owners & Managers
- Exhibit at our Annual Trade Show, in conjunction with the Annual Conference (Nottawasaga Inn Sports & Leisure Centre, Alliston ON—March 28—Set-Up; Show Date: March 29/11 9:00 am—3:30 pm)
- Attend Resorts of Ontario social functions eg. Christmas Get-together—Dec. 14/10, etc.
- Preferred Suppliers offer their services as presenters or speakers at Conference
- Annual Resorts of Ontario Golf Tournament 2011 to be announced.

## **Representation**

- The Preferred Supplier Division has a Board representing the members. This board has a representative on the Resort of Board of Directors. Members are always welcome to attend.
- Resorts of Ontario Preferred Suppliers also participate on Committees.



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[www.resortsofontariopreferedsuppliers.com](http://www.resortsofontariopreferedsuppliers.com)

## ***About Resorts of Ontario & the Preferred Supplier Division***

Resorts of Ontario is a provincial Trade Association representing the resort sector of Ontario's vital tourism industry.

Previously known as the Allied Division of Resorts of Ontario, our Preferred Supplier Division has earned a strong reputation for providing products and services with a motto for quality and service. This trademark established by the Preferred Supplier Board is held in high esteem and endorsed by Resorts of Ontario.

Resorts of Ontario provides several opportunities and vehicles for our Preferred Suppliers to network with resort owners and managers, the key purchase decision makers for our members. This combination is unique in the industry, presenting many opportunities for conducting business with resort members.

We welcome your interest in learning more about our Association, and encourage you to join as a Preferred Supplier.

## **2011 Marketing**

In 2008 a Marketing Committee was struck to look at different avenues to market the Supplier Division to Resorts of Ontario members. We distributed note pads to our members to help promote our Preferred Supplier page on the Resorts of Ontario Web Site.

The Marketing Committee and Board began a review process to develop a Web Site for the Preferred Supplier Division to help maximize exposure to Accommodation operators and the general public. In late summer of 2009 our site went live. The Marketing Committee is working to maximize exposure on the site and to bring direct results to you the Supplier.

The Resorts of Ontario Preferred Supplier Purchasing Directory has been our key marketing piece for the Suppliers, however the Marketing Committee's vision in 2011 is to postpone the Purchasing Directory and implement a Web marketing program. The Marketing Committee will analyze the 2011 programs and will review whether we will print the 2012 Purchasing Directory.

## **Email Newsletter Quarterly**

In place of the Directory, the Marketing Committee will be creating an Email Newsletter Quarterly and will include the following elements:

- Quarterly distribution deployment (**January 4, March 21, June 1, September 30**)
- Buy 3 get 1 free (Advertising Opportunity) Direct Links to Web Site
- Sponsored Links (Advertising Opportunity) Direct Links to Web Site
- A-Z excel/pdf list of members contact information
- Link to A-Z List / Category List for those that do not purchase advertising
- Educational Articles (List distributed by email with links to articles on web sites)(unlimited, subject to approval from Resorts of Ontario)
- Articles will be archived on Supplier Site.



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[www.resortsofontariopreferredsuppliers.com/tradeshow](http://www.resortsofontariopreferredsuppliers.com/tradeshow)

## **Trade Show**

Resorts of Ontario's will be hosting an Accommodation Trade Show to be held March 29, 2011 at the Nottawasaga Inn Sports & Leisure Centre, Alliston ON. Set-up is scheduled for Monday March 28th.

The Trade Show is scheduled for March 29<sup>th</sup> from 9:00 am – 3:30 pm. This is of great benefit to our Preferred Supplier members as this showcase enables resort members attending this show to make their purchasing decisions for the upcoming season, as well as to become acquainted with new product, services, and directly with the supplier representatives.

Booth space is available to all Preferred Supplier Members at an additional cost, and exhibitor information from our recent show is available upon request.

Plan on attending next year's Conference for an unparalleled networking opportunity!

## **Newsletters**

The Resorts of Ontario quarterly newsletter, a full colour 8 ½" x 11" printed format entitled, "News from our Place", keeps you up-to-date on what are happening in the industry and in your Association.

We have allocated a special section in "Resorting News" for our Preferred Supplier members, for the purpose of providing editorial and information on new products. This provides you, our Preferred Supplier, with opportunities to contribute to your Association's Newsletter, and use it as a vehicle for product updating to our Resort membership, while enhancing the profile of your Company.

We hope you will take advantage of this vehicle to reach our resort membership with your message.

Once members join, we announce and welcome the Company, advising members of the address, telephone and contact of the respective companies.

## **Direct Mail Opportunity**

Planning a direct mail piece to Resort operators? Resorts of Ontario is offering you a unique opportunity of targeting your message to the key decision makers at our member resort properties.

Resorts of Ontario forwards mailings each month to our members. These mailings contain important information for resorts, so the inclusion of your message is sure to receive the attention of the resorts.



# 2011

## Preferred Supplier Membership Application

**Membership Policy requires all prospective member companies must be in business for one full year before application can be submitted. Applications must be completed in full before it will be processed.**

<b>Name Of Company:</b>	
Company Representative:	
Title:	
Head Office Address:	
Telephone:	E-Mail:
Fax:	Web Site:
<b>Sales Rep Address (if different than above)</b>	
Address:	
Telephone:	
Fax:	E-MAIL:
What is your Product or Service:	
How long has the company been in business?	
How did you hear about Resorts of Ontario?	
Have you dealt with any Resorts of Ontario Members?	Yes      No
If Yes, please provide two names (Resort & Contact):	
1.	
2.	
<b>If No, please provide references: Company Name:</b>	
Telephone No:	Contact:
Which other Hospitality /Tourism Association are you affiliated with:	
Have you attended the IT'S SHOWTIME Trade Show before:    Yes    No    (please circle)	
<b>MEMBERSHIP FEE:      \$370.00 + \$48.10 (13% HST) = \$418.10</b>	
Due and payable January 1 <sup>st</sup> of each calendar year.	
Date	Signature



# 2011 Preferred Supplier Membership Fees / Invoice

Membership Policy requires all prospective member companies must be in business for one full year before application can be submitted. Applications must be completed in full before it will be processed.

**MEMBERSHIP FEE: \$370.00 + \$48.10 H.S.T. = \$418.10**

**PAYMENT MUST ACCOMPANY APPLICATION.**

Fees are pro-rated beginning in June.

Due and payable January 1<sup>st</sup> of each calendar year.

Selection of Pro-rated fees should reflect the month that the Preferred Supplier Board meeting is scheduled. Please refer to the cover letter for final meeting date.

**Form of Payment:**                      Visa                      MasterCard                      Cheque                      Payable to Resorts of Ontario

Company Name:	
Name as it appears on Card.	Date:
Card No:	Expiry Date:
Signature:	

**Return to:**                      RESORTS OF ONTARIO, 29 Albert St. N., Orillia ON L3V 5J9  
[michelle@resortsofontario.com](mailto:michelle@resortsofontario.com)  
 (705) 325-9115 FAX (705) 325-7999 1-800-363-7227

**PREFERRED SUPPLIER – PRO-RATED 2011  
 MEMBERSHIP APPLICATIONS PRESENTED TO THE BOARD OF DIRECTORS  
 IN THE FOLLOWING MONTHS WILL PAY:**

<u>Membership</u>	<u>Fee</u>	<u>13% HST</u>	<u>Total</u>
July	\$185.00	\$ 24.05	\$209.05
August	\$155.00	\$ 20.15	\$175.15
September	\$125.00	\$16.25	\$141.25