



MEMBERSHIP INFORMATION

OUR GOAL

The goal of IPRO is to promote the sales and marketing of specialty, commercial, and professional audio/video products by independent manufacturers representatives – through ethics of professionalism, communications, and the active pursuit of common goals and interests for the benefit of the membership and the audio/video industry.

MISSION STATEMENT

IPRO, *the Professional Field Sales Force*, is the conduit to manage relationships and outstanding sales performance through education and ethical conduct.

OUR VISION IS TO:

Clarify and enhance the value of the professional representative

Provide new avenues of communication and networking

Provide new and emerging resources for sound business management

Enhance valuable dialogue and communication with our industry partners

Continue to develop resources and benefits for individual members beyond the resources of individual firms

REQUIREMENTS FOR MEMBERSHIP

The Representative firm must have an account base of which at least 60% of total sales are derived from specialty, commercial, and professional audio/video products.

The Representative firm must be in business for at least one year.

The Representative firm must be under contract with at least three manufacturers.

The Representative must be committed to the principles of IPRO and enthusiastically support the activities of the Association.

The Representative must be sponsored by at least two current IPRO members.

FEES AND DUES

Annual dues are based upon the gross sales volume of orders for each firm. Dues levels are accepted under the honor system, and the Board reserves the right to review the applicable dues with each member firm when deemed appropriate.

The Annual Dues Levels are as follows:

Under \$3,000,000 / year	\$ 350
\$3,000,000 – 10,000,000	\$ 650.
\$10,000,000 – 20,000,000	\$ 900
Over \$20,000,000	\$1200

A check or credit card information must accompany each application for membership to IPRO. To encourage new members, scheduled credit card payments are available through the Executive Directors. The application and payment is to be forwarded to IPRO Board of Directors, 34157 W 9 Mile Rd, Farmington Hills, Michigan 48335

Annual dues renewals may be processed through the IPRO Executive Director, and/or dues may be paid by credit card on-line at www.avreps.org

WHY SHOULD YOU BECOME A MEMBER OF IPRO?

Consider this: You are an island in a volatile sea of changing market and technology trends, vendor politics, and customer transitions. Is your organization equipped to anticipate change before it can damage your business? There are many benefits to being an IPRO member, and the foremost reason is that **IPRO is the only organization in our industry that tirelessly seeks to promote the role of the AV representative, protect the future of the AV representative, and improve the AV representatives' life in our industry.**

OTHER MEMBER BENEFITS

THE ANNUAL CONFERENCE

The IPRO Annual Conference is the only industry event focused upon the needs of the manufacturer's representative. The emphasis is on educational courses and workshops which are geared to your changing market and networking dynamics. The Conference is a framework for bringing principals together, and the real magic occurs as a result of interaction and group dynamics. It is a non-competitive environment where concepts are born and challenges are resolved. It is your only representative firm based resource – a significant advantage. The IPRO organization is the only resource for sales representatives that originated from within the specialty, commercial, and professional audio/video industry.

ANNUAL SURVEY

The Survey is an industry wide, totally confidential survey of representative firms which is used to track the changes which affect us all. We publish the results to those who complete the Survey, at no charge to that member. We use the Survey for “think tank sessions” at the Annual Conference. It is an important tool that our members rely on for continued reference and comparison of their own efforts within the industry.

GENERAL COUNSEL

IPRO retains the services of Steven Mitchell Sack as General Counsel, a specialist in representative law. Our members may contact Steven at any time to request legal advice pertaining to your representative business. He is available to our members for telephone consultation at no charge, along with other benefits. A detailed statement of available services from Steven can be provided from the IPRO office.

NETWORKING WITH MEMBERS OF THE IPRO MANUFACTURERS GROUP (IPRO-MG)

The Manufacturing partners of IPRO attend our Conference and interact on a fully supportive basis, seeking to merge the unique assets of both industry roles so that we can all do more business.

TRADE SHOW ROOM BLOCKS

Each year we negotiate a room block for both CES and CEDIA trade shows, placing our members as conveniently located to the Convention Center as possible. Rooms are reserved through the IPRO office, making the process easy and as well as cost effective for our members. As we continually seek to enlarge our room availability, rooms are available on a first-come, first served basis. Room blocks will be pursued for IPRO members at additional future trade shows.

THE VIRTUAL REPRESENTATIVE

This electronic newsletter allows every representative firm to communicate product and sales information directly to the sales person or installer who needs to stay informed, and it allows your firm the means of consistent visibility in your market. The Virtual Representative allows you to create and maintain business relationships, the foundation of our industry. Members name their own newsletter, and find that it is easily produced by their office staff on a weekly basis. More information is available from the IPRO office.

WEB SITE RESOURCES

The Association website www.avreps.org reflects the professionalism and current resources of our members, and allows our industry affiliates to remain informed about the activities of our members. The website communicates and supports the goals and mission of IPRO, and provides a referral to each of our members. The professional and experienced website design team which completed our website is available to individual member firms for their own website design and implementation.

VENDOR REFERRALS

The IPRO office has become known as a resource to manufacturers who are seeking quality representative firms to sell their products. They continue to find the experience of beginning with IPRO to be a more easy and productive experience. These vendors provide the Executive Director with corporate and product profiles, which is immediately forwarded to all IPRO member firms. Each member has the opportunity to respond with interest and to communicate the strengths of their own firm, or to demonstrate their professionalism with a polite refusal and a referral to another professional.

CONTINUED FUTURE PLANNING

IPRO has recently formed “The New Leaders Group”, a group of young professionals with modern ideas and perspectives. They will provide IPRO members with innovative concepts and technologies, seeking to “future proof” the role of the representative. The benefits of social media to professional firms are clear, and IPRO intends to utilize Facebook, LinkedIn, and YouTube.

BUSINESS DEVELOPMENT MATERIALS

We provide to our members a newsletter called “*IPRO WORDS*”, which contains valuable information from industry experts and articles from other members that have improved and added growth to their business. The circulation of “*WORDS*” includes the management and sales staff of many audio/video manufacturers, which informs and supports the role of the professional field sales forces in our industry. These communications also make a definitive statement concerning the commitment and professionalism of the IPRO member.

YOU ARE INVITED TO INDUSTRY EVENTS AND SEMINARS

IPRO enjoys a close affiliation with CEA, CEDIA, CEMA, EH EXPO, ERA, MERA, and other industry affiliates. Because of our zeal in communicating the importance of the outsourcing field sales to a professional field sales force and our commitment to excellence, IPRO members are invited to many of their respective events. We are offered many of the benefits given to their own members, such as credit card processing, opportunities for medical coverage, and more.

A CERTIFICATION PROGRAM FOR SALES PROFESSIONALS

As an IPRO member you are also a member and sponsor of The Manufacturers’ Representative Educational Research Foundation (MRERF), a not-for-profit foundation which offers two representative specific certification programs. The Certified Professional Manufacturers Representative (CPMR) certification is for the principal(s) of your firm, while the Certified Sales Professional (CSP) program is for your field sales persons. Details and specifics of these programs are available from the IPRO office or from www.mrerf.org

For more information about IPRO, please contact:

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