

The National Dealers Association and SportsSales, Inc.

Presents

VIRTUAL TRADE SHOW # 5

JOIN NDA
and
save
On Virtual
& Land Show
Booths & Rent

NDA
Charter
Member!
Be One!



Sept. 29 - Oct. 13 and beyond



Display your products online to hundreds of Dealers/Retailers nationwide. Low booth prices. Sign up now!

Virtual Show Features:

1. More products and vendors, plus over 2,000 dealer/retailers invited!
2. Open Chat session - no third party software required.
3. Feedback form for all Member Vendor booths - a great way to rate dealer prospects.
4. Real Media audio/video clips, a new feature for all shows. Allows dealers to view your product in an online talk show similar to TV.
5. Products/Services include *baseball pants, catchers gear, softballs, bats, trophy parts, plaques, software, web services, athletic bags & socks, equipment*, plus much more.
6. This show will continue to be a sales producer. After the official show period, the show will be converted to a virtual marketplace where dealers and retailers can continually shop and buy. (You must sign up for a monthly rental program to participate in the Virtual Marketplace.)
7. Show hours are open 7x24 - Never closed.

Booth cost can be as low as \$150 for up to five products or services.

See a Virtual Show sample here:

www.TheVirtualShows.com/sportsshow/show32000.html

Join the NDA Vendor Program for additional benefits!

Vendor Member Benefits:

Monthly booth rent/hosting for as little as **\$15.00** per month, discounts on booth construction, CD Catalog discounts in addition to many more benefits.

NDA Vendor Charter Members receive: Monthly booth rent/hosting for as little as **\$10.00** per month,

NDA members receive discounts on booth construction, first priority on advertising programs, CD catalog discounts, and more.

All vendors qualify for our industry leading bank card program, (Swiped transactions from **1.49 %**, **unswiped at 1.79%!)**

As an added bonus, show participants can stay in our virtual trade show market place at extremely low prices year round.



The February 2002 Land Based Trade Show will feature:
A Web cast from the show floor, over 200 10x10 booths, and the
Launching of "Coaches Show in a Show". Sponsored
by local area dealers and select vendor sponsors.

National Dealers Association
4415 Evangel Circle
Huntsville, Alabama 35816
256-837-0974
web site: www.NationalDealers.net
Email: NDA@NationalDealers.net



National Dealers Association NDA

Sporting goods, awards dealers & retailers
Screen printers, embroiders and specialty shops

4415 EVANGEL CIRCLE -- HUNTSVILLE, ALABAMA 35816
PH: 256-837-0974 --- 800-482-3843 --- FAX: 256-837-5717

Email : NDA@SportsSales.com --web: www.NationalDealers.net

NDA Launches New Series of Virtual Trade Shows

NDA to Launch Series of Land Based Trade Shows

Welcome to a new way of doing things, all of which will benefit the very heart of the sports, active wear and awards industries at the dealer/retailer grass roots level. The mission of the National Dealers Association (NDA) is to provide benefits and services (including business enhancement programs) to dealers and retailers, to promote inter-industry education to members, and to assist the commerce activities within dealer/retailers, manufacturers, sales reps and other industry professionals.

A Virtual Trade Show will enable you as a participant to buy and sell wholesale online. When we speak of dealer/retailers we are talking about businesses in the **sporting goods, screen printing, embroidery, and awards industries**. This much-needed service of the Virtual Trade Shows will not be the replacement of the "Brick and Mortar" industry trade shows. The Virtual Trade Shows will become a supplement to the Land Based Trade Shows and will become the added touches traditional trade shows have not been able to fulfill.

At NDA's - Virtual Trade Shows - new products and services will get to market with lightening speed. Dealers, reps and manufacturers will be able to collaborate and network online to their mutual interest.

Show "attendance" will reach all time highs in both actual numbers of stores, and percent of aggregate participation. This means more instant coverage for vendor products and more cost effective sales & buying. Show # 5 will invite over **2,000** dealer/retailers building for some virtual trade shows to over **35,000** invitations for participation in the next year.

NDA will also launch a series of Land Based Trade Shows, 3 the first year, and then growing as the market demands, from at least 6 to as many as 12 Land Based Trade Shows per year.

NDA will fulfill many functions to its members. To Dealers, it will provide great services and great buying deals. Non-NDA dealers may buy products and services at our Virtual and Land Based Trade Shows; however, many products and services will be cheaper for members. Through NDA's shows and marketing channels, sales reps & vendors will have a quicker way to show new products and a quick way to help out some of their "cash" lines that they currently have, or **may now decide to pick up** due to this new marketing channel.

Convergence: This has always been a key in the niche industries the NDA represents. Many niche members have always been on a path of convergence to some degree in one or more similar niches. Now, with the Internet and the broadband digital age upon us, convergence will speed ahead and niches will blend and blur at never before envisioned speeds. NDA will provide all the resources to help members engage in inter-industry convergence.

Charter Memberships: **Charter Membership** for vendors is \$200, does not include regular dues or membership fees.

Vendor Associate Members - Vendors may join as Associate Members. Cost is \$200 per year. This gives preferential treatment for show selections and placement. This also gives the Vendor a better cost per booth at NDA's Virtual and Land Based Trade Shows. All NDA members qualify for our bankcard program (Accept Visa/MC with rates as low as 1.49%), newsletter, discounts on CD media and catalog services.

Please take a look at the following programs and benefits we have available for participants at this time. We invite you to contact the NDA for further details or questions.

Best regards,

Melissa Roth

MelissaNDA@SportsSales.com

VP Marketing

Operations for National Trade Shows

Steve Rousseau

SteveNDA@SportsSales.com

President

Types of Membership- Dealer/Retailers

Many Dealer/Retailer members qualify to also join the NDA buying group, which will consist of 4 Levels. General membership in the NDA for a Dealer/Retailer is **\$50.00** per year.

1. Level One – most open to all members. Must have a store, business license. **\$100 per year.**
2. Level Two - open to members provided that they meet the following criteria:
 - Sales volume, \$200,000 per year
 - 3 years in business **\$200 per year**
3. Level Three - Open to members provided that they meet the following criteria
 - 5 years in business
 - Sales volume \$300,000 +
 - Membership in a **minor** buying group
 - Or, special classification status once data from some vendors or sales reps has been validated. **\$250 per year**
4. Level Four – open to members provided they meet the following criteria
 - All previous qualifications plus:
 - Members will have to belong to a **major** buying group
 - Or, special classification status once data from some vendors or sales reps has been validated). **\$300 per year**

Special benefits for Level 2-4 dealers will include pre-show viewing and special buys of some show specials, and other soon to be announced extra benefits.

Multiple Store Locations – Stores with multiple locations can have each branch join for only **\$20 per branch per year** regardless of level.

NDA reserves the right to accept, decline, and/or terminate any and all forms of membership at any time.

Other Types of Membership

Charter Memberships - Available until March 2002

- Charter Memberships - All charter members will receive a special charter member only newsletter, a commemorative plaque for display, One NDA T-shirt, (list size, Adult S-XXL), a permanent listing/link from the NDA Charter member web page.
- Charter Membership Dealers - **\$100**, does not include regular dealer dues.
- Charter Membership Vendors - **\$200**, does not include regular dues or membership fees.

Associate Memberships

- **Vendor Associate members** - Vendors may join as associate members. Cost is \$200 per year. This gives preferential treatment for shows selections and placement. This also gives vendor a better cost per booth at LBTSS, NDA bankcard program, newsletter, etc.
- **Professional/Rep Associate members** - Reps and other professionals may join as rep members.
 - Current fee for reps is \$50 for principals or single reps, and
 - \$25 for reps under that group.

This gets reps into shows and inside access to booths. Other professionals, including legal and accounting professionals, may also become associate members.

- **Education/Media partner Associate Members** - for select members of the media and educational channels. Regular membership dues are \$100 per year. Charter Membership (until March 2002) fee \$200.
- **Commerce associate members** - Banks, chambers of commerce, credit and leasing companies, business services, Internet Service Providers, etc. Membership fee is \$200. Charter Membership (until March 2002) \$200. Note: All charter memberships are an additional fee to regular membership dues.

Advertising Programs

Virtual Trade Show 5 Super Deal Mail-out of Flyers/inserts. All dealers invited to shows are directly mailed an invitation each month for each show. Therefore, we have a mailer/flyer program to offer that is far cheaper than you can mail direct to dealers and retailers yourself. The cost is **\$ 0.25 per flyer**, you supply flyer (8 1/2 x 11), and you go onboard to the thousands of dealers we invite specifically to our shows. (*Can you mail dealers/retailers direct for that price?*) As an added feature, you may also provide a small list of specific dealers you wish to be mailed so that you can do your own **"exit poll"** on how well your flyer was received, how they liked the virtual trade show, and other valuable marketing information. To take advantage of this feature please call the **NDA** to obtain the proper formatting information.

Directory Advertising: Sign up now for exclusive and cost effective advertising show directories, one to be included in Dealer/Retailer invitations, one online. Email DirectoryAdsNDA@SportsSales.com for details with the subject heading as "Directory Ads" or call the **NDA**.

Dealers Choice Bundling Package: A program whereby your "new" product can be bundled with other related industry products and distributed to dealers around the country. This saves you shipping and mailing costs, guarantees your product getting inside a dealer's actual store, and in some cases revenues. Email DealerBundle@SportsSales.com with the subject heading "Dealer Bundle" or call the **NDA**.

NDA City Advertising Space: A limited number of ads will be selected for the NDA City special ad flyer going out in this mailing. This is the next best thing to having your flyer included in the mailing. For just a few dollars you can have your product shown to thousands of potential customers. Check our website for pricing details or email NDAcity@SportsSales.com the subject as "NDA City Ads" or call the **NDA**.

Services

Online Catalog Services: Save 10's of thousands of dollars on catalog printing and mailing expenses. We now have a way to save you huge amounts of money on the printing and mailing of catalogs. We are fortunate to have an ongoing relationship with a world-class research center through the Intelligent Systems Lab of The Center for Robotics and Automation at The University of Alabama in Huntsville, thereby giving us a cutting edge technology partner capable of some truly incredible feats. One such feat is a breakthrough in compression techniques compressing a full color catalog (32 color pages, over 900 megabytes original source, now slightly over 8/10 of a megabyte) to approximately **1000-1 ratio**. This can be done while keeping the resolution good enough so that it is quickly downloaded off the internet, coming down page by page **exactly like YOUR catalog**, because it actually is your exact catalog! From five feet, virtually no difference can be noted in a side-by-side comparison of the original catalog page and the Internet copy. More information can be found at our catalog web site www.TheCatalogs.com. Let us know if you wish to test the waters. A small evaluation fee will be put toward the finished complete online catalog. In addition, almost any catalog can be converted to fit onto a CD. We can also offer you CD Duplication Services that go as low as under \$0.45 per CD with 3-color imprint included. See www.DigitalDuplicators.com for related services.

The **5th Sports/Awards** Virtual Trade show is scheduled for Fall 2001. The show address on the Internet will be: <http://www.thevirtualshows.com/sportsshows/show52001.html>

The 2000 show can be viewed at the following site: <http://www.thevirtualshows.com/sportsshows/show32000.html>

If your company would like to participate in the next show, please complete the form on the web page at www.NationalDealers.net, you may fax your completed registration to the NDA. Please call or email the NDA with any questions at: **Phone: 256-837-0974 ~~~ 800-482-3843 ~~~ Fax: 256-837-5717 ~~~ Email: NDA@SportsSales.com**

The monthly online trade show and market place offers Sporting Goods & Awards Dealers across North America the opportunity to purchase products/services from manufacturers that might not otherwise be offered in their geographic location. It also gives the manufacturer, rep, and vendor, the opportunity to promote current and new product lines more often and to expand market share. The shows feature exclusive dealer chat sessions, a manufacturer hosted chat room, online ordering for dealers, and real media broadcasts and web casts.

The hundreds of dealer/retailers invited to participate in the virtual and land based trade shows represent **hundreds of millions of dollars** in retail sales. Your participation enhances your chance of being part of these dealer purchases. You will not find a similar marketing opportunity directly involving these dealers at such a low cost anywhere.

Virtual Trade Show Booths: We have an industry-leading deal on show booth space in both show formats. Your booth construction fee can range from \$150 up. Additional shows are planned for the remainder of this year and in 2002. Over 1,500 dealer/retailers will be invited to each show. Your booth construction includes up to 5 products made available over the Internet...all completely Business-to-Business E-commerce ready for dealers to order online. A monthly booth rental fee for each booth starts as low as \$10 per month. Furthermore, you can sign on to keep your booth space for up to 12 months for the same low fee. The virtual trade show automatically converts to a virtual market place once the virtual trade show deals are over. Therefore, maintaining your booth year round does become an important and very inexpensive marketing factor. The good news about having numerous shows is that statistics tell us there is always a surge in sales during and just after a show. Our concept will give you many new selling opportunities and dealer buying opportunities. **NOTE: Various factors may induce modifications to show schedule.**

Coming Soon: The First Inaugural Land Based Trade Show from NDA

- The first inaugural Land Based Trade Show (LBTS) for the NDA. This will be held in Huntsville, Alabama, in February 2002 - at the Von Braun Civic Center - featuring up to 200 booths, educational seminars, mini-conferences, networking,
- A second Land Based Trade Show will be held in Kansas City, Missouri, in June 2002.
- A third in Pennsylvania in August 2002.
- A 4th will be held in late November of 2002.

Become a CHARTER Member of NDA by March 2002 to be eligible for limited booth space for the Inaugural Show.

In 2003, 6-9 Land Based Trade Shows (LBTS) are planned all around the country.

NDA Mini Show within a show.

As a super value added bonus, all of the first 4 NDA Land Based Trade Shows will have a second mini-show open exclusively to area dealer/retailers, local sports coaches, directors, and associated individuals. The purpose of the mini-shows will be to educate the consuming public (area coaches, athletic directors, purchasing agents) on some of the latest sports equipment, technology, and news. Some vendors will be chosen to present mini-seminars relating to their particular brand, products and/or services. Local participating dealer/retailers will benefit greatly from this history making industry concept. **No wholesale pricing information** will be allowed for view of the visiting coaches, etc. This mini-show will be held in a large conference room, not the main exhibit hall.

Please keep in mind that all of our LBTS's will have limited booth space. Vendors that participate in our virtual trade shows and vendors that are associate members of the NDA will be given preference for booth spaces, show selections, and placement of booths.

NDA to be Super Dealer Shows – NDA consists of a Super Show assortment of Dealers/Retailers. Most are involved in Industry Convergence back and forth into other Sports Industry related niches. However, our members range primarily from:

- * Full Range Sporting Goods Stores, team and retail,
- * Trophy and awards shops,
- * Screen print operations,
- * Embroidery operations,
- * Advertising specialty oriented dealers with storefronts, and other qualifying criteria,
- * Some department store and chain stores,
- * A few miscellaneous categories.

Therefore, a typical NDA Trade Show whether virtual or land based will be a **Dealers Super Show** from a category standpoint. The same will be true of vendors participating in the shows. We plan to cover the entire spectrum of the industry.

NDA believes in the established principals of good conduct and behavior among vendors and dealers.

Vendors should work with their dealers and retailers and sales reps. Dealers should do the same. We believe that it should not be necessary for dealer groups to import or manufacturer their own products. We believe all possible attempts to sell through traditional dealers to consumers is the only **way** for vendors to sell products. We believe the use of sales reps is a great aid to vendors and dealers alike. However, some vendors do sell direct to the consumer. NDA will not tolerate vendors selling direct and/or otherwise going against the best interest of the dealers it represents. Said practice can cause said vendors to be excluded from marketing opportunities at NDA. Variances for some vendors **might be** considered in **unusual** situations.

NDA will publish a list of approved Vendors and will suggest that they buy as much product from vendors it feels serves the best interest of its members.

GREAT NEWS! The Virtual Trade Show Online is back in action again. The **5th Sports/Awards** Virtual Trade show is scheduled for Fall 2001. The show address on the Internet will be:
<http://www.thevirtualshows.com/sportsshows/show52001.html>

The Virtual Trade Show is the easiest and most cost effective way for a vendor to present products and services to the masses of retailers and dealers. Now, **the National Dealers Association is sponsoring Show # 5**. The **NDA** is a newly created dealer marketplace, with buying group functions built into it. The **NDA** is strongly committed to encouraging all dealers to participate by buying from show vendors whenever possible.

(Virtual Trade Show 1 took place January 28 - 30, 2000 - and was jointly produced from Huntsville, Alabama and Kailua-Kona, Hawaii.)

The **5th Sports/Awards** Virtual Trade Show is scheduled for Fall 2001. The show address on the Internet will be:
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Year 2000 show can be viewed at the following site:
<http://www.thevirtualshows.com/sportsshows/show32000.html>

If your company would like to participate in the next show, please fax, call or email your response to us at:
Phone: 256-837-0974 ~~~ 800-482-3843 ~~~ Fax: 256-837-5717 ~~~ Email: NDA@SportsSales.com

NDA Virtual Trade Shows are expected to have up to **35,000 dealers** invited to each show by August 2002. (This includes all categories, trophy dealers, screen printers, embroiderers, sporting goods dealers, etc.) Dealers in the NDA invitation database may buy products in our VTS's (Virtual Trade Shows) and LBTS's (Land Based Trade Shows). However, the extra benefits of membership and its relatively low cost will encourage most to join. Some show specials and special discounts will be for NDA members only.

Other Options

Online Commercials Both Audio/Video: Now, let us put your commercial online, highlighting your products, for as little as \$100, with a minimal monthly hosting fee of \$20 per month for 4 months. Maximum time is 6 minutes. Produced for low and broadband viewing.

Media Presentation Services: We now have many new services to show your products online.

Chat Room Services: Now we offer you your own private group chat room where you, your employees, sales reps, dealers, even end users, can easily chat online without having any third party software from AOL, ICQ, MSN or others. Nothing for you to down load, virtually no learning curve, and best of all, a price everyone will be glad to **chat** about.

Other special presentations include **Real Media web cast clips**, virtually showing an actual audio-video commercial of your products and **Real Media presentations** providing a "PowerPoint" like presentation online, created with YOUR PowerPoint presentation thereby taking something you may already have and converting it to a powerful web multi-media presentation.

Web Hosting, Design, Links: We can host your existing web site or build you one. You will save in the long run because you will be a part of our sports community. Hyper links to your web site are available from many of our Sports Community Web Sites, including the Sporting Goods Industry Online Manufacturers section:
<http://www.r-sports.com/sports/manufacturers.html>

Web Page Design - We produce state of the art graphics mixed with many new online technologies. In addition, we have something few others have in the sports/awards industries, and that is hands on real world experience. Yes, we have been in this business at the retail/dealer level, now in our 20th year. (Rousseau's Sporting Goods, www.Rousseaus.com)

Consulting

All of our experience and technology give us great abilities to help you with your Information Technology projects and needs. Send email to webmaster@r-sports.com describing your perceived issues for a quotation.

NDA VENDOR ASSOCIATE MEMBERS CAN GET GREAT DEALS INCLUDING UP TO \$200 OFF LAND BASED SHOW BOOTHS, AND:



1.49 % on our new Merchant Bank Card Program!

Fly into higher profit margins with the NDA.

Join the NDA and save on our best of the industry merchant card program.

Starting rates of only 1.59 % for swiped transactions, and 1.79 % for non swiped. Rates go as low as 1.49 % on swiped.

You can use your existing equipment.

Online Catalog Services: Save 10's of thousands of dollars on catalog printing and mailing expenses. We now have a way to save you huge amounts of money on the printing and mailing of catalogs. We are fortunate to have an ongoing relationship with a world class research center through the Intelligent Systems Lab of The Center for Robotics and Automation at The University of Alabama in Huntsville, thereby giving us a cutting edge technology partner capable of some truly incredible feats. One such feat is a breakthrough in compression techniques utilizing Adobe's PDF format and compressing a full color catalog (32 color pages, over 900 megabytes original source in Quark Express, now slightly over 8/10 of a megabyte) to approximately 1000-1 ratio. This can be done while keeping the resolution good enough so that it is quickly downloaded off the internet, coming down page by page exactly like YOUR catalog, because it actually is your exact catalog! From five feet, virtually no difference can be noted in a side by side comparison of the original catalog page and the Internet copy. More information can be found at our catalog web site www.TheCatalogs.com. Let us know if you wish to test the waters. A small evaluation fee will be put toward the finished complete online catalog. In addition, almost any catalog can be converted to fit onto a CD. We can also offer you CD Duplication Services that go as low as under \$0.45 per CD with 3-color imprint included. See www.DigitalDuplicators.com for related services.

Web hosting for NDA Members only \$18.00 per month.

Vendors, let us duplicate your catalog on Cd's for as low as **\$.43** each on 5,000, **\$.33** each on 25,000.

Web Hosting - Links: We can host your existing web site. You will save in the long run because you will be a part of our sports community. Hyper links to your web site are available from many of our Sports Community Web Sites, including the Sporting Goods Industry Online Manufacturers section:

<http://www.r-sports.com/sports/manufacturers.html>



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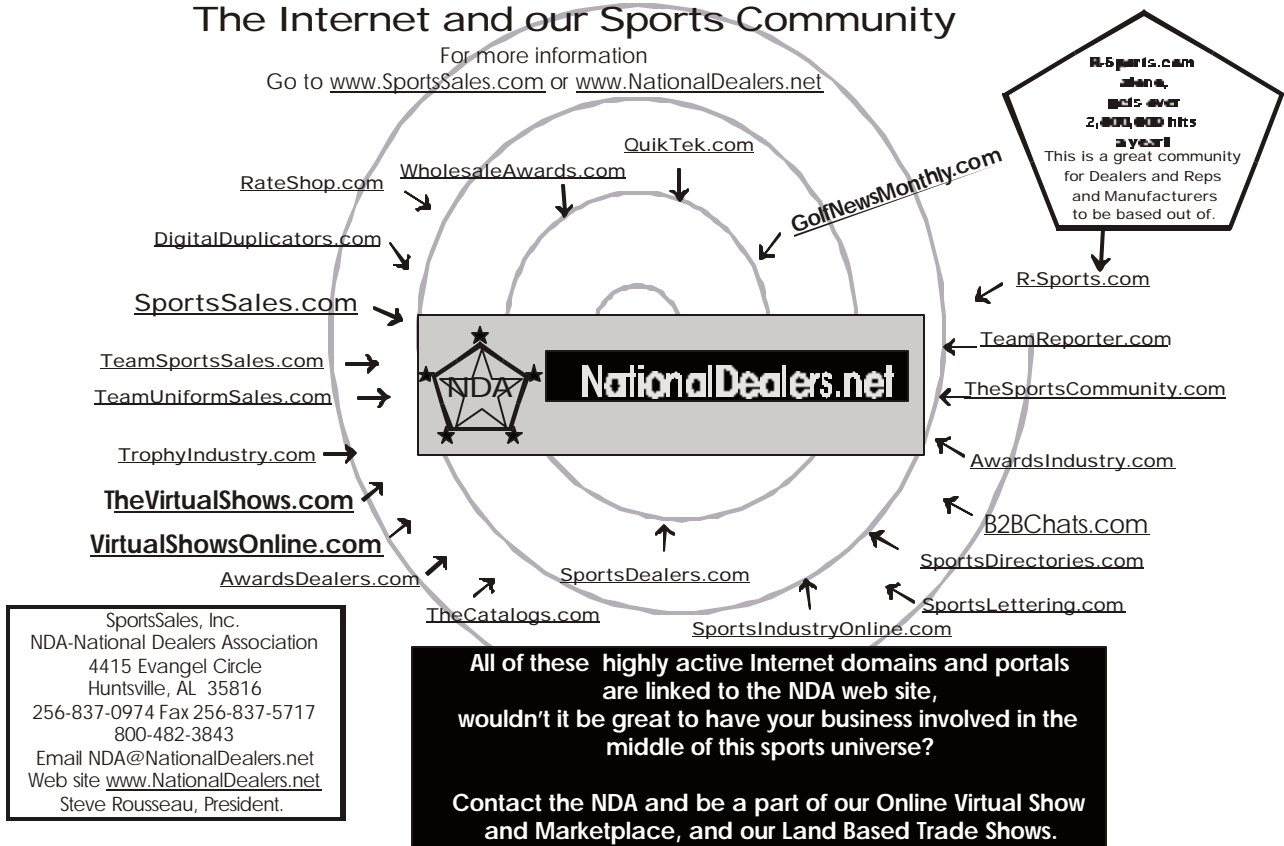
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www.TheVirtualShows.com/sportsshow/show32000.html

NDA IS WORKING TO BECOME THE SPORTS, AWARDS, & SPORTSWEAR INDUSTRIES LARGEST BUYING GROUP!!!

NDA LAUNCHES NEW SERIES OF SPORTS INDUSTRY VIRTUAL TRADE SHOWS AND LAND BASED TRADE SHOWS!

The Internet and our Sports Community

For more information
Go to www.SportsSales.com or www.NationalDealers.net



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800-482-3843
Email NDA@NationalDealers.net
Web site www.NationalDealers.net
Steve Rousseau, President.

All of these highly active Internet domains and portals wouldn't it be great to have your business involved in the middle of this sports universe?

Contact the NDA and be a part of our Online Virtual Show and Marketplace, and our Land Based Trade Shows.