

Who NLDA is and what we are...

## The NLDA Community



### The National Luggage Dealers Association (NLDA)

We are a cooperative corporation of specialty luggage, leather goods, travel accessories and gift stores that band together to:

- Leverage collective thinking
- Increase negotiating leverage
- Expand purchasing options and breadth
- Explore new sourcing possibilities
- Find cost saving opportunities
- Combine efforts to maximize ROI



Consumers consider our Members as The Trusted Source for travel products and information!

***"Traveling together " while driving business growth!"***

What NLDA brings to the table...

## Why NLDA is Right for YOU!



- **STABILITY OF TIME TESTED ORGANIZATION**
- **BREADTH OF MEMBER EXPERTISE AND EXPERIENCE**
- **DIVERSE BUSINESSES AND PERSPECTIVES**
- **ABILITY TO LEVERAGE AND MAGNIFY RESOURCES**
- **ORCHESTRATED AND COLLABORATIVE SOURCING**
- **NEGOTIATION POWER THROUGH COMBINED VOLUME**
- **INTERACTIVE MEMBER RELATIONSHIPS**
- **STRATEGIC AND COST EFFECTIVE MARKETING**
- **NLDA BOARD THAT PROVIDES STRATEGIC VISION**
- **CONSISTENTLY ADDING NEW MEMBER BENEFITS**



We are a membership based association  
that leverages the collective powers of our  
members.

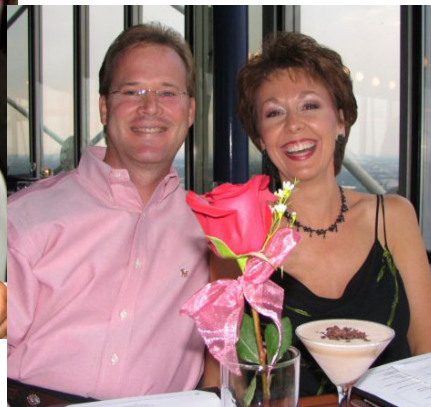
***YOU Get:***  
***a stronger business voice,***  
***a wealth of resources ,***  
***exponential buying power***  
***and many more great Member benefits !***

What current NLDA members say about NLDA...

## Current Member Testimonial Comments



- ***"NLDA helped me get products and services that I couldn't get on my own"***
- ***"Being involved with NLDA opens doors to new relationships and networks"***
- ***"NLDA exclusive products give me a competitive edge"***
- ***"The NLDA team really understands and supports my needs"***
- ***"NLDA membership helped me improve profitability drastically!"***
- ***"I love the collective thinking and merchandise sharing between members"***
- ***"Serving on a NLDA committee has broadened my industry expertise and skills"***
- ***"I can't even consider NOT being in NLDA as a viable option"***



***Our members are a testament to our success!***

How we grow our membership value...

## NLDA's Strategic Approach ...



- ✓ **Grow Member revenue and profitability**
- ✓ **Seek out new member services, discounts and benefits**
- ✓ **Reduce member expenses and streamline processes**
- ✓ **Infuse new technologies quickly to stay competitive**
- ✓ **Build differentiating products to gain a competitive edge**
- ✓ **Leverage members for combined negotiating power**
- ✓ **Provide tools education and information to support YOU!**



***Always looking for more ways to help our Members!***

Providing experienced core team and volunteers supporting YOU...

## NLDA has the Power of “Collective Thinking”



- **The RIGHT Expertise for growing business!**
- **Our members provide & share hundreds of years of collective business experience to help each other become more successful!**
- **Comprehensive NLDA team insights and points of view**
- **Expertise to help avoid costly pitfalls and mistakes**
- **Leveraging and sharing successful ideas and initiatives**
- **An active voice in membership decisions!**



***Our Members provide and get exponential expertise and support!***



Experienced purchasing team and steering committees working on your behalf...

## Leveraging NLDA Negotiating Power to get...



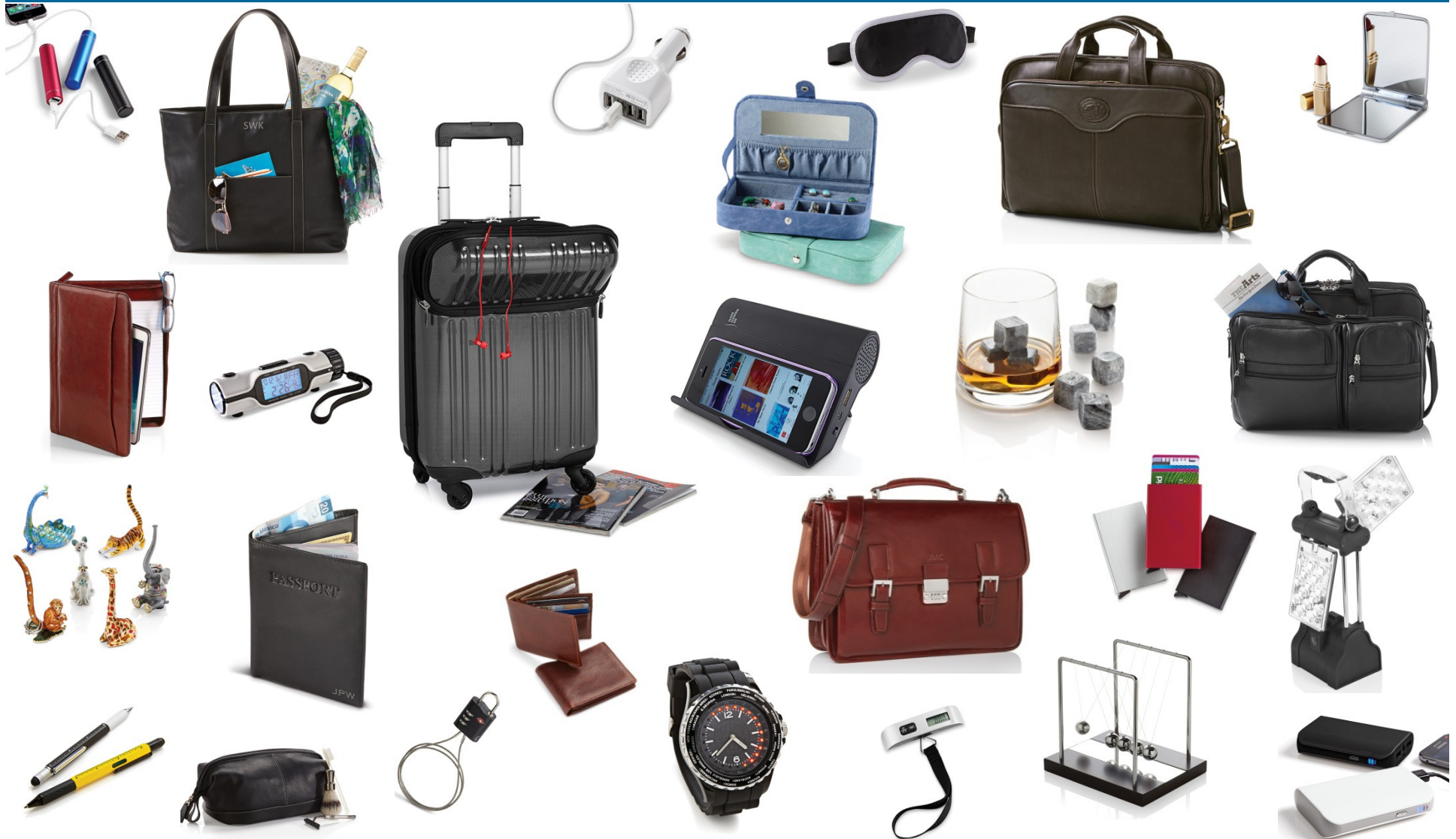
- **Exclusive NLDA products & services**
- **Extended dating and time sensitive discounts**
- **Advertised product discounts**
- **External partnerships and co-branding**
- **International Product Sourcing**
- **Comprehensive discount programs with domestic suppliers**



***Enabling Members to get MORE than you could on your own!***

Experienced steering committees and volunteers working on your behalf...

## Bringing Travel Experiences to Life...



***Enabling Members to see and get MORE than you could on your own!***

Experienced Sourcing team securing additional...

## Exclusive NLDA Merchandise and Benefits...



VANTAGGIO

PASSAGE 2

- **NLDA Branded Labels and Collections**
- **Exclusive partnerships, products and deals with domestic suppliers**
- **Experienced International Sourcing team**
- **Purchasing advantages and discounts for products and services**
- **NLDA time sensitive special merchandise discounts and offers**
- **Factory direct programs that enhance margin**
- **Custom made products for special member sales**
- **Product information, training and support**
- **In store merchandising and marketing vehicles**
- **NLDA member broadcast communications network**

LAND<sup>®</sup>  
The Leather Collection

ID Guardian



DORADO

MOSAIC  
TRAVEL GEAR

TRIPSTAR



***Exclusive Merchandise & services help Members be differentiating!***

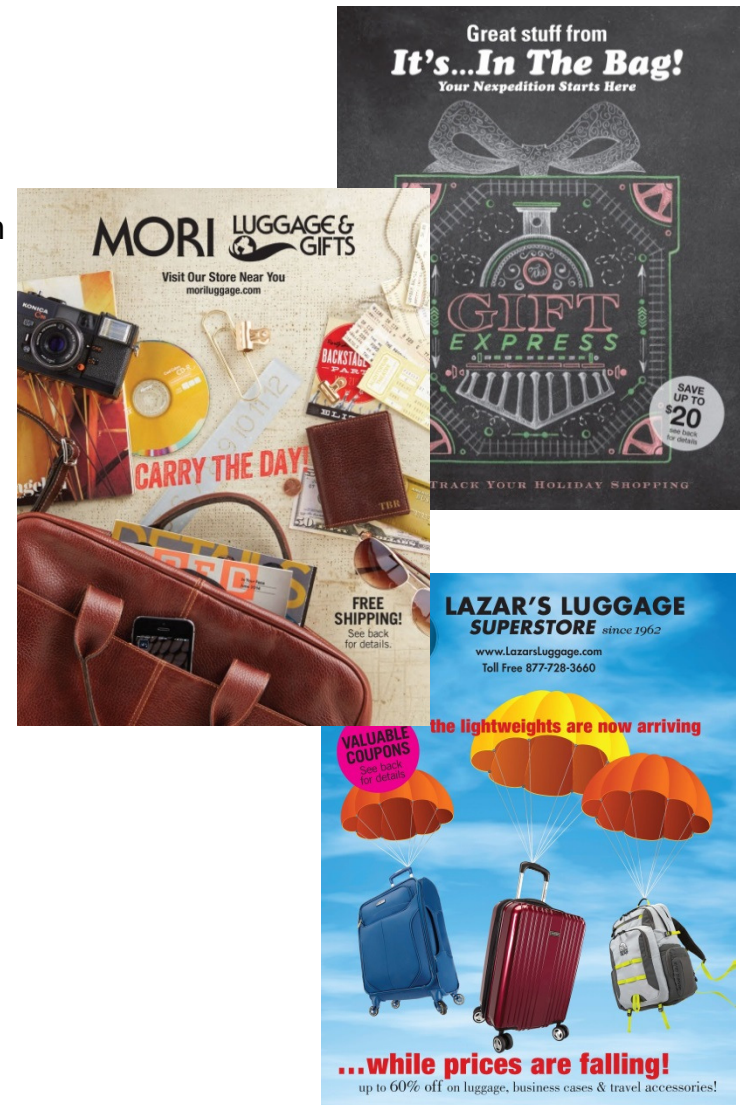


Marketing team and vehicles supporting Your personalized business needs...

## Marketing and Advertising Support including...



- **Insights and perspectives**
  - Sharing latest industry news and information
  - Monitor current product trends and evolution
  - Creative design and layout expertise
  - Leveraging best practices, creative thinking and innovation
  - Provide consulting and financial perspectives
- **Print and Digital advertising vehicles**
  - Customizable catalogs and flyers
  - In store signing and displays
  - Support kits and tools for key promotional events
  - Social and networking programs
  - Multimedia and Digital integration capabilities
- **Experienced and Dedicated marketing team**
  - Negotiating best costs and value propositions
  - Supplying design and layout expertise
  - Provide member specific multimedia and content
  - Working closely with Advertising Agencies and Printers
  - Monitoring marketing execution and driving results



Experienced NLDA Board, Core team and Volunteers provide...

## Highly Experienced Consulting Support...



### Comprehensive points of view and recommendations

- Proven expertise with recommendations on sources
- NLDA Members attend over 20 trade shows and conventions
- We attend the Trade Shows that you don't have time or access to



### Product design expertise and support

- Creating industry leading products and designs
- Custom design labels and packaging for import leather goods and gifts



### Marketing and Advertising support

- Creative catalogs and flyers that can be tailored to your business with added media, in store collateral and online catalogs
- Sharing advertising resources to maximize ROI
- Web images supplied to members on import product for ecommerce



***The best collective intelligence in our industry!***

Finding cost effective ways to reduce logistics expenses...

## Supply Chain Benefits including



- **Freight line partnerships**

- Ground transportation discounts
- Direct import program flow savings
- Air freight pooling discounts



***Pooling member shipments flow to reduce transportation costs!***



Opportunities for You to gain new knowledge and business relationships...

## NLDA Convention and Trade Show Benefits...



- **Seminars on hot items, importing, business and advertising opportunities**
- **Brainstorming sessions for member information sharing**
- **Networking events and opportunities**
- **Industry news, trends and information**
- **Best case examples and success stories**
- **Guest speakers and vendor demonstrations**
- **Hotel, transportation and event discounts and special offers**





Member focused sourcing trips, trade events, shows and meetings to...

**Bring the Latest and Greatest Products to You!**



**Dedicated Committees and Leaders**

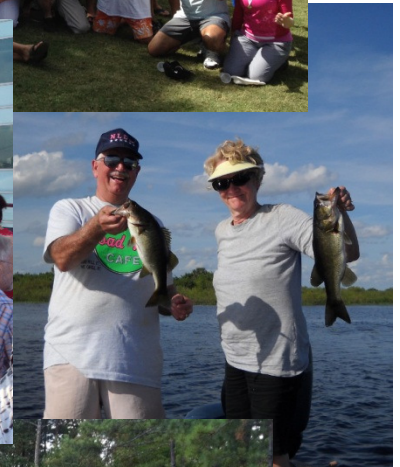
**NLDA Sponsored Trade Shows**





Association sponsored gatherings and team building events...

**Create Opportunities to Network, Learn and Have Fun**



Working with external partners to provide...

## Additional Services & Benefits...



- Preferred Vendor program discounts and free shipping
- Gift wrap discounts up to 60% off (Shamrock Paper Goods)
- Corporate gifts and supplies discount program (ASI)
- Credit & Check Processing/ fraud protection program
- Travel Expert Training Program for store associates
- Vendor Trade Show geared towards independent retailers

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***NLDA Partnerships offer even more benefits and discounts!***



Working together to achieve common goals!

## Member Involvement Options and Support...



- **NLDA participation opportunities\***

- Executive Committee, Board, and Steering Committees\*
- Member round tables for feedback
- Industry seminars, shows and sponsored events



- **Additional membership support**

- Business knowledge, networking and relationships
- Higher visibility to vendors and industry leaders
- Online engagement and experiences
- Associate training and coaching



***You can be as involved as YOU want to and reap the rewards!***

\*Nomination and or vote based positions for all committees and board



Our Members are also our Owners...

## Member Investment and Commitments...



- **Stock Purchase to become a vested member**
- **Convention attendance and support**
- **Annual dues to support NLDA operations**
- **Commitment to NLDA advertising vehicles**
- **Minimum purchasing requirements for Import & Gifts programs**
- **We give back to our members too!!!**
  - Each member receives an annual rebate based on import purchase volume, meeting NLDA membership criteria and requirements and participation levels

***NLDA is a smart investment choice!***

Only one thing is missing...

**YOU!!!**



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**bag & baggage**



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**Join forces with our current members who are industry leading retailers and come grow with us!**

## Key Contacts for Learning more about NLDA...



**NLDA General programs and benefits - Fred Healey:** [fred@nlda.com](mailto:fred@nlda.com)

**NLDA Marketing and Advertising programs - Felicia Libbin:** [felicia@nlda.com](mailto:felicia@nlda.com)

**NLDA Membership insights - Jay Friedman:** [jay@lazarsluggage.com](mailto:jay@lazarsluggage.com)

**NLDA Financial programs - Marty Reininger:** [mreininger@edwardsluggage.com](mailto:mreininger@edwardsluggage.com)

**NLDA Import Programs- Jerry Kallman:** [jkallman@airlineintl.com](mailto:jkallman@airlineintl.com)

**NLDA Volunteering Opportunities & Benefits - John Heth:** [groskopfs1@aol.com](mailto:groskopfs1@aol.com)

***We want YOU to join our Family!!!***