



ALDA AFFILIATE PROGRAM

Your Conduit To Over 130 Luggage and Leather Specialty Stores

ALDA Affiliate Program Benefits

Would you like direct access to our nationwide cooperative of specialty retailers? Becoming an ALDA Affiliate is the answer. As an ALDA Affiliate you have the ability to communicate with our members in a variety of ways:

- **A 12 month listing in our Membership Directory**
 - Your contact information will be at our retailer members' fingertips.
 - **Access to easy-to-use membership mailing lists and labels**
 - Easily mail your information to our retailer members.
 - **Your promotional materials distributed to members at membership meetings**
 - We get your materials directly to our retailer members.
 - **Your company and product information in our Confidential Member's Resource Book**
 - Feature your company's special offers to ALDA retailer members in our Incentive Buy Book.
 - List your company in our Vendor Program Summary.
 - **Opportunity to advertise in our Membership Directory**
 - Get your message in front of our retail members 365 days a year.
 - **Invitations to private membership breakfasts and receptions**
 - Visit with retailer members one-on-one in a relaxed, social setting.
 - **Link directly from www.luggagedealers.com**
 - Provides high visibility and easy access to your web site.
 - **Free promotional ALDA alert emails**
 - We send your promotional message to our retailer members
- All this and more is available through the ALDA Affiliate Program.**



Your company can join this special group of providers by becoming an Affiliate.

AFFILIATE PROGRAM APPLICATION

For further information please contact the ALDA office.

American Luggage Dealers Association

Frank Fine, Executive Director
20 First Plaza NW, Suite 310
Albuquerque, NM 87102

Phone: 505.246.0087
Fax: 505.246.0096
Email: info@luggagedealers.com
Website: www.luggagedealers.com

What is ALDA?

American Luggage Dealers Association (ALDA) is a cooperative association of luggage, leather goods, travel ware and gift specialty retailers, with stores throughout the country. Our members range from regional chain operations to single stores. We share in common the mission to be the best providers of travel goods and related products in our service areas. ALDA is dedicated to helping members enhance their businesses. We find the best merchandise and suppliers, negotiating special terms for member stores. We look for exceptional business and marketing opportunities for our members.





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Affiliate Program Application

Company _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web site _____

Check all that apply:

Manufacturer/Distributor

- Luggage
- Business Cases
- Personal Leather Goods
- Travel Accessories
- Gifts
- Other _____

Service Company

- Marketing/Advertising
- Financial
- Computer/data systems
- Internet
- Printing/Mailing
- Consulting/Professional Services
- Merchandising/Store Design
- Other _____

*Affiliate dues are \$250 per year. **

- Our check is enclosed
- Please invoice us

** Special dues apply for manufacturers participating in ALDA's catalog and flyer programs (call for more information). Dues are subject to change.*

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