



INCREASE B2B SALES

PRODUCT PROMOTION

BRAND RECOGNITION

BUILD CUSTOMER RELATIONSHIPS

BUSINESS PARTNER MEMBERSHIP

**PENNSYLVANIA AUTOMOTIVE
RECYCLING TRADE SOCIETY**



Pennsylvania Automotive Recycling Trade Society



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The Pennsylvania Automotive Recycling Trade Society (PARTS) has been representing Pennsylvania auto recyclers and salvors for 50 years. Started in 1964 as the Pennsylvania Auto and Truck Salvage Association (PATSA), PARTS changed gears in 1984 as the industry transitioned from a scrapping mission to recycling mission.

PARTS currently has 130 auto recycling and salvage centers (members) operating in Pennsylvania and works with 20 approved business partners to serve the needs of our members.

INCREASE B2B SALES

IMPROVE YOUR BRAND RECOGNITION

PROMOTE NEW PRODUCTS

BUILD RELATIONSHIPS WITH OVER 100 B2B CLIENTS

STAND OUT FROM THE CROWD

GREAT SOURCE OF RECURRING REVENUE

PARTS HELPS YOU SELL

REACH THE RIGHT PEOPLE FOR LESS

“A man who stops advertising to save money is like a man who stops a clock to save time.” – Henry Ford

WHY SHOULD I BECOME A PARTS BUSINESS PARTNER?

PARTS is very selective when we accept new business partners. When a vendor is accepted as a business partner, it means that vendor provides the high quality reliable products and services our members need. This establishes trust between our members and you. Trust is the foundation of a lasting business relationship. And a strong business relationship means more sales for you.

Accepted



PARTS takes the chill off of cold calls for our business partners. Improve your B2B sales when PARTS introduces your business to over 100 businesses as a trusted friend.



PARTS bridges the gap between our business partners and member businesses. We utilize tools like our Weekly Update, Quarterly newsletter, Web Site and Face to Face Meetings to promote our business partners.



HOW DO I BECOME A PARTS BUSINESS PARTNER?

There are two ways to become a PARTS Business Partner. You can become a preferred business partner or a general business partner.

To become a business partner email kay@parts.org or call Kay at 1-877-211-0266. If you wish to become a preferred business partner, Kay will coordinate a meeting with our member services committee to work out the details of this elite membership.

WHAT DOES IT COST TO BECOME A PARTS BUSINESS PARTNER?

The cost of General Business Partner Membership is \$510 per year.

The cost of Preferred Business Partner Membership is \$510 per year and you must offer our members an exclusive PARTS discount and provide a negotiated commission fee to PARTS.

WHAT DO I GET AS A PARTS BUSINESS PARTNER?

BUSINESS TO BUSINESS SALES ARE THE BEST WAY TO IMPROVE YOUR BOTTOM LINE. PARTS HAS REDESIGNED OUR B2B MARKETING PLAN. UNDER OUR NEW PLAN PARTS WILL PROMOTE OUR BUSINESS PARTNERS ON THE WEB, FACE TO FACE AND THROUGH OUR PUBLICATIONS.

BUSINESS PARTNER BENEFITS			
BENEFIT	PREFERRED B2B PARTNER	B2B PARTNER	NON-PARTNER B2B ADVERTISING
FULL PAGE AD IN 4 DIGEST EDITIONS	FREE	\$450	\$1200
FULL PAGE AD IN 1 DIGEST EDITION	N/A	FREE	\$300
HALF PAGE AD IN 3 DIGEST EDITIONS	N/A	FREE	\$450
FIXED BANNER AD ON PARTS WEB SITE	FREE	\$1000	\$2000
SHARED BANNER AD ON PARTS WEB SITE	N/A	FREE	\$1000
BUSINESS CARD AD ON 12 WEEKLY UPDATES	FREE	\$100	\$300
BUSINESS CARD AD ON 4 WEEKLY UPDATES	N/A	FREE	\$100
FULL PAGE AD IN PARTS NEW MEMBER WELCOME PACKET	FREE	\$150	\$250
LINK TO YOUR WEBSITE POSTED ON OUR SITE	FREE	FREE	\$250
BOOTH AT CONVENTION	FREE	N/A	\$500
½ PRICE BOOTH AT CONVENTION	N/A	\$250	N/A
PARTS ASSISTANCE SIGNING UP MEMBERS	FREE	N/A	N/A
EXCLUSIVE PROMOTION	FREE	N/A	N/A
BENEFIT VALUE	OVER \$5000	OVER \$2350	