FEATURED VENDOR

A Featured Vendor member of the Ohio Restaurant Association (ORA) offers high-quality products & services and provides value to ORA members. ORA Core Vendor members in good standing can be considered for a Featured Vendor membership status once the ORA has confirmed members have an established need for the respective product or service.

Featured Vendor Benefits

- Exposure via the ORA website, on exclusive membership products & services page(s) that includes description of products/services, company link from company logo and contact information
- Presence in online ORA Membership Directory
- ORA provides USPS member mailing list (without email) quarterly to all Featured Vendors
- Quarterly member email list provided ONLY to those Featured Vendors who sign, date and submit the ORA Email List Share Policy form to the ORA whenever requested of them (must include opt-out language with form)
- Opportunity to submit educational content for inclusion in Centers of Excellence online content library and in member news publications (quarterly print magazine, à la carte, and weekly e-newsletter, NewsBites)
- Educational presentation opportunities via Restaurant Education Series webinars and in-person sessions throughout the year
- Highlighted in each edition of à la carte magazine
- Opportunities to promote company’s special offers, events and educational events through regular ORA marketing communication channels (i.e. social media, email, direct mail, video, website, print publication)
- Presence in ORA Membership Guide (annual distribution estimated at 10,000)
- Enhanced online ORA Buyers’ Guide listing (a $150 value)

Ohio Restaurant Association Benefits

Association receives:

- In-kind support, sponsorship and/or discounts on products & services exclusive to ORA members
- Negotiated revenue share from Featured Vendor
- Products and services offered at a 10% or more discounted rate for ORA members
- Marketing support and JOINT marketing and sales efforts to maximize recruitment and retention efforts
Featured Vendor Guidelines:

- Products & services must clearly support ORA’s mission and vision
- Featured Vendor must be an ORA member in good standing
- No similar agreements can be offered to Ohio associations in which foodservice operators would likely be members (i.e. non-compete for the duration of the contract to be determined)
- Featured Vendor must be able to provide their products & services to all ORA members immediately upon execution of this agreement and launch of this program throughout the state of Ohio

NOTE: Companies providing service in local or limited areas do not qualify to participate in the statewide program.

- Candidates must provide:
  - Quarterly list of ORA members participating in the program (in Excel)
  - Prompt customer service to ORA staff and participating ORA members
  - Key contact/liaison to ORA staff to manage program activities & promotions
  - Annual marketing communications planning with ORA staff and co-branded marketing materials and templates to be used to promote Featured Vendor products and services to ORA members
  - Accurate business history (evidence of long-term financial stability is welcomed) and references from other association programs

Evaluation Process

- Annual
- Is based upon ORA members’ business wants and needs provided by members through communication with staff and through association survey

Success in the program is measured by:
  - Member usage statistics
  - Multiple and readily-available, up-to-date, co-branded marketing materials for promotional purposes
  - Engagement in the vendor program and the association by the Featured Vendor company and its associates

To inquire:
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NOTE: Final agreement based upon guidelines as outlined. Some points may be negotiated based on the needs of the ORA and the potential vendor member company.