



## Purple Club Membership | Suppliers

The Sourcing City Purple Club is open to any recognised industry supplier, or professional distributor company, whether you use the other services of Sourcing City or not.

The Purple Club offers various benefits on the numerous services from Sourcing City. Also, all Purple Club Members exclusively profit from the additional benefits offered by ASI and PSI within the PromoAlliance. An on-going programme of new member benefits and initiatives will continually be developed to directly create opportunities for your business.

**Purple Club Membership is £16.50 per month for Suppliers.**

**SUPPLIER BENEFITS | The current Supplier Benefits below are now available to all Purple Club Members:**

*All Purple Club Members also exclusively profit from the additional benefits offered by ASI and PSI within the PromoAlliance, and all benefits will of course continually develop and expand in the future.*

Supplier Member   Purple Club Benefits		Savings	
1	Discounts on SC Services	Exclusive 10% Purple Club Member Discount on SC Product Entries *Discount applied when product entries are invoiced in December	Discount
2		Free Banner Ad for one month on SC News	£195
3		Dynamic Mailing 3 for the price of 2	£550
4		30% Discount on Artwork & Visual Services from Allveron	Discount
5	Event Deals	Exclusive Discounts for booking a Stand or Conversation Pod at Merchandise World	£25sqm
6		Exclusive Exhibitor Packages at PSI Shows	Discount
7		Special Exhibitor Package Rates at ASI Shows	Discount
8		Exclusive Prices on Delegation Trips to ASI Events & PSI Show	Discount
9	E-Shots	Free Entries in 'Latest Product News from Sourcing City'   Sent to 4000 Distributor Buyers	£600
10	Market Analysis	Exclusive Promotional Merchandise Industry Market Report	Free
11		Free List of All Over £1m Distributor Company Names	£500
12	Trade Press & Digital Publications	Free New Products & Special Offer Adverts on SC News (£50 to non-members)	£50
13		Free Editorial in SC News   <a href="#">visit website</a>	Free
14		Marketing Packages to promote products in PSI publications and all Media-Services	Free
15		Free PSI e-Newsletter   Free admission to online content incl. Web-PSI-Journal	Free
16		Free subscription to Supplier Global Resource Magazine on iPad & online	\$150
17		Free Supplier Global Resource eNewsletter	Free
18		Marketing Packages to promote products in ASI publications and databases	Benefit
19		Access to distributor credit rating through ASI's CreditConnect paid subscription	Benefit
20	Lead Generation	Free Logo & Description on Your Listing in Sourcing Directory   <a href="#">visit website</a>	Free
21		Free Product Entries to generate enquiries from PSI Members. Products added to Database used for Product Finder and PSI Sourcing free of charge.	Free



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22	<b>Software</b>	Exclusive Discount on Promotional Office Software Set Up	<b>£150</b>
23	<b>Memberships</b>	Pre-qualification for ASI membership application	<b>Free</b>
24		Pre-qualification for PSI membership application	<b>Free</b>
25		Free 'Purple Club Member' logo against all of your products in Sourcing City	<b>Free</b>
26		Unique Purple Club Member Number with Logo	<b>Free</b>
27	<b>Hospitality</b>	Exclusive Invitation to Purple Club Members Hospitality at SC Events	<b>Free</b>
28	<b>Summit</b>	VIP Invitation to Purple Club Supplier Summit	<b>Free</b>
29		Free Hospitality at a Summer Social Networking Event	<b>Free</b>
30	<b>Facilities</b>	Free Use of The City Suite for Your Meetings & Launches   <a href="#">visit website</a>	<b>£275</b>
31	<b>Training</b>	Exclusive Discounts on SC Seminars	<b>Discount</b>



## How to become a Purple Club Member

**Purple Club Membership is open to all professional suppliers & distributors**

**You Do Not Need to be a Sourcing City customer to join**

**Purple Club Membership: £198 per annum**

£16.50pm Payable Monthly by Direct Debit  
or £198 by Invoice on 1<sup>st</sup> September each year  
New Members during year pay pro-rata until 1<sup>st</sup> Sept.

**Join Now: Sign-up membership fee** | Full annual membership fee by monthly DD or annual invoice thereafter

Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
£198.00	£181.50	£165	£148.50	£132	£115.50	£99	£82.50	£66	£49.50	£33	£16.50

**\*To apply for Purple Club Membership, or for any queries please contact:**

Liz or Katie on **0844 504 5000** or [liz@sourcingcity.co.uk](mailto:liz@sourcingcity.co.uk) – [katie@sourcingcity.co.uk](mailto:katie@sourcingcity.co.uk)



The PromoAlliance was formed by Sourcing City, The Advertising Specialty Institute (ASI) and PSI creating an international alliance to identify and introduce best practices and market development concepts benefiting the US, UK and European markets.

The goals of the international alliance for the promotional products industry includes introducing best practices, developing fresh market concepts, exploring new marketplaces and fostering education.