



EXCLUSIVE SERVICE PROVIDER OFFERINGS

Product Sales Estimates for NEMRA Members:

- Electrical Product Sales Estimates for 300+ market areas and all 50 states
 - 17 Electrical Product Categories
- **NEMRA Exclusive** - Updated each quarter with Q-t-Q and YOY comparisons
- **NEMRA Exclusive** - Analysis of notable changes in total market sales
- Product mix percentages developed from Electrical Wholesaling magazine proprietary surveys with more than 100 EW Top 200 Electrical Distributors
- Total sales estimates calculated with Electrical Wholesaling sales-per-employee multipliers from 2022 Market Planning Guide

Examples of Electrical Marketing's Product Sales Estimates

Area	Q4 2021 Estimated Total Electrical Potential	Wire & Cable	Lamps - Total	Lighting Fixtures	Lighting Controls	Wiring Devices - Manufacture	Distribution Equipment	Switchgear	Circuit Breakers	Fuses	Control & Relay	Control Wiring and Accessories	Connectors & Accessories	Enclosures	Outlet Boxes & Accessories	Industrial Controls	Utility Products & Pole-Line Hardware	Value Data Value (2021)	Other	
ARIZONA	Q4	2,598.1	339.17	137.71	439.87	25.96	79.81	120.15	284.01	89.70	33.92	132.81	80.70	42.32	87.28	31.88	189.85	73.95	96.91	247.72
Phoenix-Mesa-Scottsdale	Q4	1,974.2	259.55	105.65	333.53	15.45	62.25	99.03	217.28	67.15	25.55	102.55	67.12	33.55	67.38	20.49	154.17	57.25	70.25	202.54
Tucson	Q4	294.4	39.15	15.95	49.75	6.48	3.13	16.95	23.55	10.01	3.93	15.31	10.01	5.63	7.98	5.99	18.54	6.24	11.19	32.84
Flagstaff	Q4	95.1	12.85	5.14	16.08	0.99	2.95	6.05	7.63	3.24	1.24	4.25	3.24	1.61	2.28	1.93	6.04	2.35	3.93	12.78
Yuma-Prescott City-Kingman	Q4	89.4	7.89	3.21	10.98	1.31	1.84	3.15	4.75	2.02	0.77	3.09	2.02	1.01	1.42	1.19	3.74	1.77	2.25	7.85
Tulsa	Q4	51.7	8.87	2.75	8.73	1.14	1.63	2.74	4.13	1.75	0.97	2.89	1.75	0.89	1.24	1.03	3.25	1.59	1.98	6.52
Okemah-Okmulgee	Q4	47.6	6.38	2.28	6.98	1.05	1.49	2.53	3.82	1.62	0.82	2.49	1.62	0.81	1.12	0.96	3.01	1.39	1.62	6.48
Flagstaff	Q4	43.3	6.82	2.38	7.49	0.96	1.38	2.32	3.50	1.49	0.57	2.28	1.49	0.74	1.08	0.88	2.79	1.27	1.68	5.98
INDIANA	Q4	3,145.6	418.39	169.88	531.89	89.29	87.81	186.71	251.84	188.95	49.89	163.07	159.95	85.47	78.49	82.91	188.17	81.27	119.51	421.51
Indianapolis-Carmel-Anderson	Q4	975.1	129.89	52.62	164.79	21.45	30.33	61.89	79.01	33.15	12.98	50.72	31.15	16.98	23.45	19.52	61.43	28.28	37.85	130.89
Lafayette	Q4	295.1	39.55	15.85	49.29	6.65	7.86	15.67	20.88	7.78	3.15	13.11	8.75	4.25	4.44	5.12	15.13	7.42	9.71	34.28
Elkhart-Goshen	Q4	261.3	33.86	12.95	43.61	5.29	7.25	12.74	19.22	8.17	3.12	12.59	8.17	4.09	5.77	4.41	15.14	6.97	9.13	32.29
Fort Wayne	Q4	223.3	31.11	12.02	39.33	5.15	7.21	12.49	18.71	7.65	3.04	12.15	7.95	3.99	5.61	4.68	14.74	6.78	8.93	31.26
South Bend-Mishawaka	Q4	195.2	14.13	5.74	17.95	2.34	3.23	5.63	8.55	3.61	1.38	5.32	3.61	1.81	2.55	2.12	6.89	3.68	4.94	14.12
Lafayette West-Lafayette	Q4	95.9	12.76	5.18	16.21	2.11	2.97	5.08	7.67	3.26	1.26	4.09	3.26	1.61	2.30	1.92	6.04	2.78	3.64	12.85
Ellettsville	Q4	70.9	9.31	3.78	11.83	1.54	2.17	3.71	5.65	2.39	0.91	3.64	2.39	1.19	1.68	1.41	4.41	2.09	2.86	9.98
Bloomington	Q4	67.8	8.92	3.49	11.46	1.46	2.01	3.59	5.49	2.31	0.98	3.82	2.31	1.15	1.63	1.39	4.47	1.92	2.61	8.99
Terre Haute	Q4	64.2	8.81	3.46	10.82	1.41	1.98	3.39	5.12	2.19	0.83	3.33	2.19	1.09	1.44	1.29	4.01	1.86	2.43	8.98
Michigan City-La Porte	Q4	44.1	6.84	2.41	7.85	0.98	1.39	2.37	3.52	1.52	0.59	2.32	1.52	0.76	1.07	0.93	2.85	1.31	1.79	5.89
Kokomo	Q4	42.6	6.65	2.35	7.22	0.94	1.32	2.28	3.41	1.45	0.55	2.21	1.45	0.72	1.02	0.95	2.68	1.23	1.62	5.71
Muncie	Q4	39.8	5.35	1.92	4.96	0.63	0.89	1.52	2.22	0.98	0.37	1.02	0.98	0.49	0.69	0.68	1.81	0.83	1.09	3.85
Warsaw	Q4	34.2	4.59	1.78	3.41	0.41	0.57	0.92	1.32	0.51	0.21	0.98	0.51	0.24	0.31	0.27	0.73	0.31	0.41	2.14

Electrical Price Index Historical Data for NEMRA Members:

- 28 electrical product categories published monthly in Electrical Marketing’s Electrical Price Index (EPI)
- **NEMRA Exclusive** - Members would get monthly feed of EPI updates with all historical data each month. Regular subscribers just get monthly EPI pricing data
- **NEMRA Exclusive** - Members get analysis and alert of product categories with unusual activity
- EPI historical data compiled back to 1990 by S&P Global

Examples of Electrical Product Pricing Data

DATE	TOTAL INDEX	MTM % Change	YOY % Change	BUILDING WIRE & CABLE	MTM % Change	YOY % Change	POWER WIRE & CABLE	MTM % Change	YOY % Change	CONDUIT	MTM % Change	YOY % Change	METAL CONDUIT	MTM % Change	YOY % Change	NONMETALLIC CONDUIT	MTM % Change	YOY % Change	SWITCHGEAR	MTM % Change	YOY % Change
Jan-21	1.60	0.7	4.4	2.01	1.5	9.7	2.31	3.1	10.1	1.75	1.8	10.5	1.90	0.4	3.3	1.77	1.4	8.5	1.74	-0.1	-0.1
Feb-21	1.60	0.6	5.2	2.04	1.3	12.1	2.36	1.8	11.0	1.77	0.8	11.9	1.91	0.3	3.7	1.78	0.7	9.6	1.76	1.4	2.3
Mar-21	1.64	2.0	7.5	2.13	4.6	18.9	2.39	1.5	14.7	1.86	5.2	16.1	1.95	2.2	5.9	1.85	4.0	12.7	1.75	-0.6	3.1
Apr-21	1.67	2.3	10.2	2.23	4.4	25.3	2.56	7.2	23.3	2.02	8.6	27.7	1.97	1.0	6.8	1.98	7.0	21.8	1.79	2.2	4.7
May-21	1.69	1.2	11.7	2.31	3.7	29.9	2.59	1.0	25.9	2.05	1.8	32.5	2.00	1.6	8.7	2.01	1.6	25.5	1.79	0.2	4.9
Jun-21	1.73	2.0	13.5	2.38	3.3	33.6	2.89	11.8	41.8	2.09	1.8	33.0	2.03	1.3	9.9	2.06	2.3	27.0	1.79	0.2	4.5
Jul-21	1.76	1.7	14.6	2.42	1.4	33.0	2.91	0.4	38.5	2.23	6.8	37.8	2.10	3.2	12.9	2.18	5.9	31.5	1.86	3.8	7.0
Aug-21	1.77	1.0	14.8	2.46	1.7	32.7	2.98	2.6	39.2	2.27	1.6	38.6	2.12	1.1	13.7	2.23	2.3	33.4	1.85	-0.5	9.8
Sep-21	1.81	1.9	16.2	2.47	0.3	31.2	3.01	1.1	38.5	2.42	6.6	43.0	2.15	1.5	14.9	2.36	5.9	37.7	1.95	5.2	13.7
Oct-21	1.81	0.2	16.1	2.55	3.2	34.7	3.37	11.8	52.7	2.28	-5.8	33.7	2.18	1.1	15.3	2.26	-4.4	30.9	1.90	-2.7	10.4
Nov-21	1.84	1.6	17.1	2.58	1.5	33.6	3.44	2.2	52.5	2.40	5.3	40.8	2.20	1.0	16.0	2.36	4.5	36.6	1.91	0.8	10.4
Dec-21	1.84	-0.3	15.9	2.54	-1.6	28.0	3.43	-0.3	52.8	2.34	-2.7	35.6	2.23	1.4	17.5	2.32	-1.7	33.1	1.94	1.5	11.8
Jan-22	1.90	3.5	19.2	2.55	0.2	26.4	3.36	-2.0	45.4	2.61	11.7	48.8	2.26	1.6	18.9	2.55	9.9	44.3	1.96	0.8	12.8
Feb-22	1.92	1.1	19.8	2.50	1.4	26.4	3.37	0.3	43.2	2.63	0.8	48.8	2.28	0.7	19.3	2.58	1.1	44.8	2.16	10.3	22.7
Mar-22	1.96	1.9	19.7	2.70	4.4	26.3	3.50	3.7	46.3	2.59	-1.4	39.5	2.28	0.1	16.9	2.56	-0.7	38.3	2.07	-4.0	18.6

NEMRA Exclusive – Member only \$99 Bundled Rate





DISC CORP

DISC Economic Forecasting for NEMRA Members:

Gain access to the same data sets that your major electrical distributors and leading manufacturers use.

- **NEMRA Exclusive** – Disc training and support included at no additional charge.
- **NEMRA Exclusive** – Disc will create custom reports upon request at a discounted rate of \$125/hour and set up territories for a negotiated fee.
- **NEMRA Exclusive** – Member only rates per below

Product	Attributes	Uses
DataSearch™	<ul style="list-style-type: none"> • 5 Year Annual Forecast of Industry Sales • National, State, County • Contractor, Industrial, Utility, Institutional • Customize Sales Territories • Develop Product Databases 	<ul style="list-style-type: none"> • Market Planning • Competitive Analysis • Strategic/Long Range Planning • Territory Management • Budgeting/Quotas
MarketTrack™	<ul style="list-style-type: none"> • NAICS Code Database • Forecast Industry Purchases from Distributors • National, State, County, Zip Code • \$ Purchases, Employees, Locations \$/Employee Multipliers 	<ul style="list-style-type: none"> • Territory/Sales Management • Point of Sale Analysis • Account Management/Potential • National Account Management • Prospect for New Business • Quotas
MetroCast™	<ul style="list-style-type: none"> • Long Range Annual Forecast • Distributor Sales for 150 Metro Areas • Updated Quarterly • Contractor, Industrial, Utility, Institutional 	<ul style="list-style-type: none"> • Sales Planning/Analysis • Competitive Analysis • Strategic/Long Range Planning • Mergers/Acquisitions • Performance Measurement • Budgeting
MetroPro™	<ul style="list-style-type: none"> • Product Forecast • Includes 11 Major Product Categories • 150 MSAs • Long Range Outlook 	<ul style="list-style-type: none"> • Short/Long Range Product Planning • Budgeting • Quotas • Joint Distributor/Vendor Planning • Product Sales Analysis
MetroPulse™	<ul style="list-style-type: none"> • Quarterly Industry Outlook • Distributor Sales for 150 Metro Areas • Contractor, Industrial, Utility, Institutional 	<ul style="list-style-type: none"> • Sales Planning/Analysis • Competitive Analysis • Mergers/Acquisitions • Performance Measurement • Budgeting

NEMRA 2022 Product Price Sheet	NEMRA MEMBER Price Each	MEMBER PRICE 5 or More	Length	Update Schedule
Combined DataSearch/ MarketTrack Per State	\$1,300	\$1,100	1 Year	Bi-annual Spring and Fall
Flash Update / Report	\$895	N/A	1 Year	Monthly
PAST BOD or NMG Committee Member	\$795	N/A	1 Year	Monthly
Quarterly Flash Update Report	Free With Paid Data Base Subscription		1 Year	Quarterly
Metro Pulse	\$3,000	N/A	1 Year	Quarterly
Metro Cast	\$2,500	N/A	1 Year	Quarterly
Metro Pro	\$2,000	N/A	1 Year	Quarterly
Manufacture Full Site License All Products	\$20,000	N/A	1 Year	As Above

DISC | NEMRA Market and Data Intelligence Service Provider





T.I.P.S. 4 REPS

SuccessIN Planning Tools:

Learn about REP Management (Retirement and Exit Plan) and RISK Management (Retention, Incentive and Succession of Key People)

- **Complimentary** - REPort Card Assessment
- **Complimentary** - "SuccessIN Planning" White Paper.

Professional Business Valuation:

Gain a clear understanding of the current worth of your business with the rep specific REPresentative Valuation™ professional business valuation.

NEMRA Exclusive - Member only rate of \$3,500.





mETaL cloud

Founding Principles:

- Nothing to install
- No sales data stored
- Secure communication
- No CRM lock-in

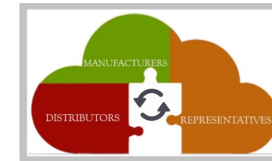
Professional Business Valuation:

B2B CRM automation of Sales Opportunities and Data between Manufacturers, Representatives and Distributors.

NEMRA Exclusive - Unlimited integrations, 33% off.


Process

- Opportunities
- Quotes
- Renewals
- Updates
- Approvals



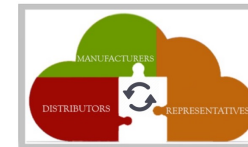
Details

- Accounts
- Products
- Notes
- Attachments
- Pricing

Automate 

On Demand Or
Continuous

NBO

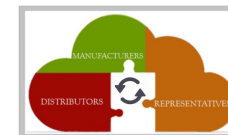


DR

Synchronize

Any Company

Any CRM



Any Location

 Connect



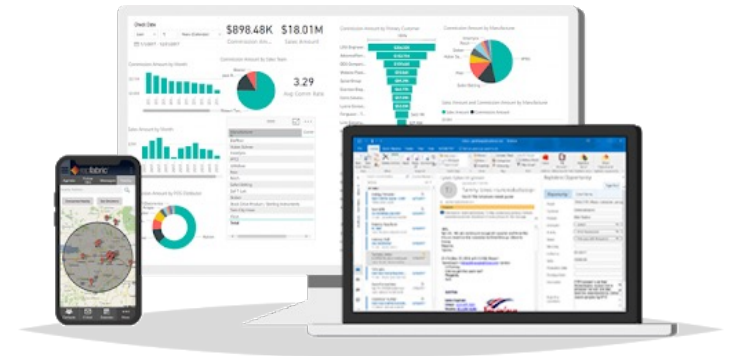


Repfabric

The Easy CRM and Commission Software for Manufacturers' Representatives







Since COVID changed all our worlds, Repfabric has offered numerous seminars that have provided many rep agencies with valuable information. These presentations have featured specialists in certain areas who understand the "Rep Business Model".

- **NEMRA Exclusive** – 10% discount on NEMRA member Implementation Fee (fee is based on number of onboarding users).



Strategic X Marketing

Strategic X Marketing is a full-service marketing firm that helps you do more – with the results you expect – at an affordable price!

 <p>Implementation</p> <ul style="list-style-type: none"> • Product Launches • Media Planning and Buying • Marketing Automation • Training and Support Collateral <ul style="list-style-type: none"> • Sales Tools 	 <p>Technical Writing</p> <ul style="list-style-type: none"> • Copywriting • Case studies • Application notes • Technical Articles 	 <p>Improve Visibility</p> <ul style="list-style-type: none"> • Grow keyword ranking • Increase website traffic • Improve global ranking
 <p>Web Development</p> <ul style="list-style-type: none"> • Hosting, coding, design and copywriting • eCommerce Web Sites • Microsites and Landing pages • Website Creation (mobile optimized) 	 <p>Improve Web Infrastructure</p> <ul style="list-style-type: none"> • Reduce Bounce Rate • Get more conversions • Improve web site architecture 	 <p>Website Promotion</p> <ul style="list-style-type: none"> • Traffic Driving Programs • Pay Per Click Programs • Web Reporting and Analytics • Social Media Programs

Sales Tools, Trade Show Support and more...

SERVICES	Email marketing Program - write design	Banner Stands - design and produce	Sales Sheets	Brochure 4 - 8 panel (11x17 folded)	Product Training Modules (voice over PPT) 7 - 10 screens	Press Releases	Digital Animation Videos - for new product launches	Web Site Visitor Tracking
Standard Pricing	\$700 - \$1,300	\$1,700	\$1,000	\$3,000	\$4,000	\$1,900	\$5,200 - \$10,000	\$1.40 per Name
NEMRA Pricing	\$350 - \$850	\$850	\$500	\$1,500	\$2,000	\$950	\$2,600 - \$5,000	\$0.70 per Name

Website Development

<p>Rep Members</p> <p>Web Site - \$4,500</p> <p>4 layouts to choose from 7-page sites Includes content creation, coding, proofing and testing</p> <p>A la carte - Additional page \$500 SEO \$250 per page Blog Page Creation \$250 Posts \$125 / each write and post Monthly support and maintenance \$150 to 350</p> <p>Web Site Add-Ons New Logo/Branding Package \$1500 Stationary (Business Cards, stickers, folders) \$450 Printing/variable Line Card (PDF) \$500</p>	<p>NMG Members</p> <p>Web Site Development: → Free Consultation</p> <p>NEMRA NMG members → 10% discount on all services</p>
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Rides & Rentals

About:

This service program is a NEMRA Affinity Service Program that allows NEMRA members to **receive exclusive rates and substantial savings anytime you need to rent or purchase a vehicle.**

What to Expect:

- Big discounts the next time you need to replace a fleet vehicle, or buy a new delivery truck
- Substantial savings on vehicle rentals, or used-vehicle and new vehicle purchases and leases
- Get a 'corporate-like' discount for your personal trips

THE COMBINED POWER OF
enterprise **National.**

enterprise car sales

Enterprise provides NEMRA members with:

- Vehicles for Rental (pre-negotiated rates)
- Low-Mileage, Used Vehicles for Purchase

[View NEMRA Services by Enterprise](#)

PENSKE/CARS

Penske will provide NEMRA members with:

- New or Used Vehicles for Lease
- New Vehicles for Purchase

[View NEMRA Services by Penske](#)

