



VENDOR MEMBER BENEFITS

The North American Celtic Trade Association (NACTA) is a non-profit organization that incorporates approximately 220 retailer members and 70 vendor members. We benefit greatly by working as a group to increase business for both retailers and vendors alike. The vendor-retailer partnership is central to all our businesses and NACTA strives to provide opportunities to strengthen this partnership. Benefits to vendor members are many and varied. Some are outlined below, but proactive members find many more ways to utilize their membership to benefit their business. We encourage you to do the same. There are many ways in which NACTA can facilitate your efforts to build your connection to new and existing customers.

- **Networking**

Probably one of the greatest assets, NACTA promotes networking at every opportunity. It is what keeps the energy, enthusiasm and enjoyment in our market. Business friendships are worth their weight in gold so next time there's a NACTA get-together do your business a favour and be there!

- **NACTA Website** www.CelticBuyers.com

As a vendor member, you have the opportunity to browse and utilize the Members Area of the NACTA website. This area contains a password-protected **Member Forum** where members chat amongst themselves about products they need, problems they have, promotions that are working for them, etc. It is an interesting and valuable insight into the day-to-day workings of the stores – and they may be looking for your product! The Member Forum features a section where vendors can post your clearance or overstock items. Retailers contact you directly to purchase.

- **Image Bank**

The Image Bank on the NACTA website makes a library of images available to retailers to use for their advertising and promotional needs. Shops are a lot more likely to advertise your products and feature them on their websites if they can easily access images. This is the kind of promotional support that your customers need and appreciate, and it costs you nothing! Just send a CD with your images to NACTA.

- With the NACTA Web Solutions Program, retailers are now using Site Caddy to sell products online. With the **NACTA Vendor Library Program**, vendors can upload their product catalog to the same system used by retailers. Retailers can add hundreds of products in just minutes, and synchronize with vendors at the press of a button. The benefits for vendors are many, including new channels to market, better client services, better brand representation and new marketing data.

- **The Seanchai – NACTA's Newsletter**

A valuable resource for Vendor members, the Seanchai is published and distributed to all members three times annually. We are always ready to hear from you re newsworthy events happening in your company...do you have a new product launch coming up; do you have a new staff member; is there something interesting going on in your company? Use this as an opportunity to promote your company. This is **free advertising** directly to your target market! There is also an opportunity for a feature article on your company. If you would like to be the focus of a **Vendor Profile**, let us know. Advertising opportunities are also available.

- **Database of Existing and Potential Customers**

An up-to-date list of North American Celtic retailers is available to you at any time. Simply email your request to info@celticbuyers.com

- **Coming Soon... Vendor Contact List** – a handy reference for retailers to keep your contact info close at hand. The list will feature your company name, address, telephone, email, etc. in a format that is convenient for retailers to reference. (There will also be a retailer version which will be distributed to all vendor members so that you have a handy contact list for your customers).

Your fellow vendor members and your customers appreciate your participation. Please be an active partner in this dynamic and unique trade sector. If you have any thoughts or ideas for strategies to develop the vendor-retailer partnership contact me. Thank you.

Eve Harbourne

eveharbourne@eircom.net

Vendor Representative on the NACTA Board of Directors