

HPI International 2010 Supplying Partner Program

We look forward to partnering with you as we build your brand within our high profile/ high turn sales channels. We have a major presence in both the Higher Education market for over 25 years, as well as the Food & Drug (grocery) channels.

We are members of all major HE buying groups such as C20, ICBA and NACS; on many occasions the directors and managers of these groups call upon us for product recommendations and updates on the latest trends in the market. In the fall of 2009 we prepared a "What's hot in 2010" presentation for the Executive Director for C20 (500+ members), which was presented at four major trade shows in the fall and winter of 2009. We were also called upon by ICBA (300+ members) to put together a program featuring high end audio accessories to generate additional profits in their member schools.

On the F&D side, in 2008, we ran a successful memory program featuring front counter displays and multi-week advertising for SD cards for CVS. This national program was featured in all of their 6,000 plus locations. This past year we secured front of store displays in Price Chopper supermarkets and successfully placed a brand new line of eco-friendly products in their stores.

Efforts like these are supported by our fully trained sales team that utilizes the latest CRM software to maximize their sales efforts and follow through. In 2010 we will be expanding these efforts and focusing on webex sales appointments which will take our customer relationships to greater heights. As always, we will continue to visit our high profile customers personally and we happily encourage our vendor partners to join us and take advantage of the opportunity to get in front of some of our key customers.

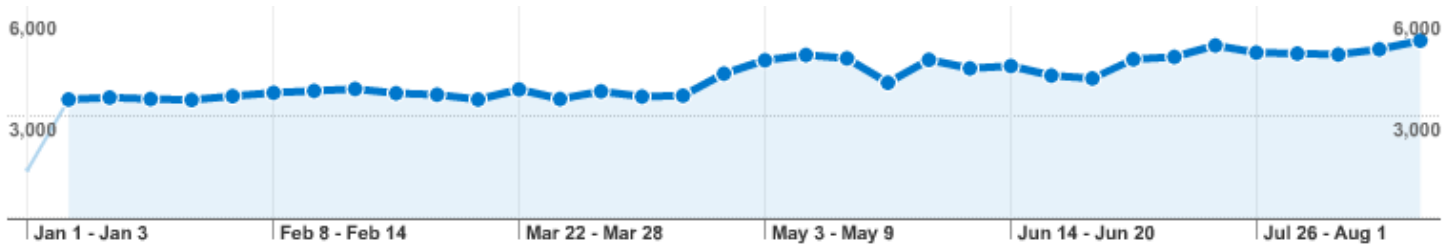
Our sales team is also supported by our marketing department which uses the latest software to launch and manage email and phone sales campaigns. All of these efforts are in place to ensure that we make every effort to get the right products in front of the right customers at the right time.

Partnering with HPI

For a company that is small enough to listen and large enough to leverage, HPI is rapidly becoming the premier choice for wholesale distribution.

November 9th, 2009 marked the re-launch of HPI.com; a wholesale website geared towards the reseller-specifically in the photo, food and drug and higher education retail channels.

Growth in traffic from January 2009-August 2009



The graph represents the increasing growth of traffic and visitors to the HPI.com website.

171,827 Visits

Average 712.98 Visits / Day

130, 893 Absolute Unique Visitors

831,212 Pageviews

4.84 Average Pageviews

74.67% New Visits

Supply Partner Packages

We offer both a standard and a premium package to our supplying partners.

Standard Partner Package \$2,500

Premium Partner Package \$3,500

Premium Partner Benefits

All premium supplying partners will have product representation in the appropriate category on HPI.com. Additionally, you will have access to the following marketing capabilities on www.HPI.com.

Top Sellers Section

HPI.com features a section devoted to the top 10 sellers at HPI. This is in addition to the top 50 sellers at HPI. Customers have told us that they frequently check this section to guide them in making the decision "what to buy".

Resource Center

This section includes marketing materials such as posters, display stands, logos and brochures relating to our supply partner products. Customers can use this material to help promote products within their own stores.

Web Category Listing

Products that are added to our website are organized effectively into the right web category and will be efficiently displayed to enable our customer's easy access.

Email Blast Program

Customers will receive targeted emails promoting specials and new products from our vendors. The email program has been very successful in driving sales for highlighted items and developing interest in new additions.

Trade Show Representation

Throughout the year HPI visits multiple trade shows across the country. Your product lines will be featured in at least two trade shows per year. The trade shows we attend are:

CAMEX

Occurs: Annually

Website: <http://www.camex.org/>

Description: CAMEX has a long history of being the collegiate retailing industry's meeting place. For more than 80 years, volunteers and staff of the National Association of College Stores (NACS) have worked together to create and grow this premier industry event. Today CAMEX is the industry's largest trade show and educational event attracting attendees from more than 1,100 college stores and more than 700 exhibiting companies.

ICBA

Occurs: Annually

Website: <http://www.icbainc.com/>

Description: PRIMEtime is an innovative and dynamic event that brings buyers and vendors together in a unique setting for a series of private, scheduled appointments. Senior, executive vendor representatives meet with small groups of four to five buyers for 25 minutes in the vendor's private meeting room. The meetings provide valuable time for focused presentations and discussions of products and marketing opportunities, merchandise strategies, new items, and promotional initiatives.

GMDC

Occurs: Annually

Website: <http://www.gmdc.org/>

Description: Global Market Development Center (GMDC) Marketing Conferences are designed to connect trading partners at a top-to-top executive level, i.e., those individuals that have the authority to make business decisions. As a result the attendees from our Wholesale/Retail (W/R) memberships include the corporate vice presidents/directors of purchasing/merchandising and in most cases the participation of category managers/buyers. The attendees from our Supplier members are executives who function as national sales managers and above within their companies.

Super Regional

Occurs: Annually

Website: <http://www.superregional.org/>

NOTE: All participating vendors must provide product samples to be represented in the trade show program.

Planograms

We will consider using any of our vendor's product lines in our HPI planogram program.

NOTE: Standard vendor fees do not include planogram fees.

Training

We will allow training of our sales staff up to two (2) times per year. All training must be in conformance with our HPI training guidelines.

Premium Program Benefits

For those vendors who sign up for our premium program benefits, you can be featured on our:

Green Mini-site

This section will feature vendors that are considered eco-friendly and abide by the standards HPI has chosen to rate green products. The section will be launching in March 2010 in honor of Earth Day, with accompanying green marketing campaigns for the month.

New Products Section

The new products section is a major feature of the HPI home page. The benefit of this section for customers is that it keeps them informed of the newest additions and also highlights these products as soon as they debut.

The HPI WOW program allows our partners to gain maximum exposure on hpi.com. Our premium vendors will be featured in each of these following WOW sections:

WOW of the Week

A highlighted "point of difference" item that HPI's tech gurus have recommended.

Flash Presentation Reel

Four other hot items will be featured in the flash player along with the WOW giving customers a short description of the product and the ability to scroll through them.

Vendor Video

Videos of selected items from our premium supply partners highlighting the WOW of the Week.

Tech Talk

Includes articles promoting the product, reviews of the product, customer testimonials or a more in depth look at the product by HPI.

How to advertise HPI on your website

A proper link to our website must be added on to your 'where to buy' page

You can choose to advertise HPI.com with our company logo or with a text link. The company logo can be found on our website (<http://www.hpi.com>). HPI must also be listed in the “Where to buy” section of your website.

A copy of the link must be provided before 12/1/2009.

2010 Supplying Partner Program at a Glance

	Standard	Premium
Top Sellers Section	X	X
New Products Section	X	
Resource Center	X	X
Web Category Listing	X	X
Email Blast Program	X	X
CAMEX	X	X
ICBA		X
GMDC		X
Super Regional	X	X
Planograms	X	X
Green Mini-site		X
WOW of the Week		X
Flash Presentation Reel		X
Vendor Video		X
Tech Talk		X

Form Completion

All supply partner forms must be returned by December 21, 2009 to be eligible for partnership with HPI.

You can save \$300 on either program by completing the form by December 14, 2009.

2010 HPI International Supplying Partner Program Registration Form

Company Name: _____

Contact Name: _____

Contact Email: _____

Contact Telephone Number: _____

Company Address: _____

I chose the following level for our participation (please "X" one).

Standard _____

Premium _____

I chose to pay the Annual Participation Fee as follows (please "X" one).

Pay in full with check - to be received before December 21, 2009 _____

Pay in full with credit card today _____

Take payment on credit request invoices _____

Credit Card Number: _____ Expiration Date: _____

Company Name: _____

Authorized Representative Name: _____

Authorized Representative Title: _____

Authorized Representative Signature: _____

Date Signed: _____