



## Fact Sheet – 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.

**Please Note:** The Purple Club is the new name from 'SC Members'. The change has been made to avoid any confusion with our other brands and services.

The current supplier benefits below are now available to all Purple Club Members:

1. Free Logo & Description added to Your Listing in Sourcing Directory - [www.sourcingdirectory.co.uk](http://www.sourcingdirectory.co.uk)
2. Your Core Product Range Entry in Sourcing City moved up the Search Results Page
3. Free Use of The City Suite for Meetings & Launches - [www.thecitysuite.co.uk](http://www.thecitysuite.co.uk)
4. Member Discounts for booking SC Marketplace & SC LIVE!
5. Access to Purple Club Members Hospitality Lounge at SC Marketplace & SC LIVE!
6. Special Discounts on SC Seminars
7. Unique Purple Club Member Number with Logo
8. Special Prices on Delegation Trips to ASI Events & PSI Show
9. Access to All PromoAlliance Benefits below



### PromoAlliance Benefits

All Purple Club Members exclusively profit from the additional benefits offered by ASI and PSI within the PromoAlliance. The benefits package is in addition to the Purple Club Member Benefits, and will of course continually develop and expand in the future.



PromoAlliance  
ASI · SOURCING CITY · PSI

[www.promoalliance.com](http://www.promoalliance.com)

#### PSI Benefits for Suppliers:

- Pre-qualification for PSI membership application
- Free admission to online content incl. Web-PSI-Journal
- Free eNewsletter
- Special exhibitor packages at PSI Shows
- Marketing Packages to promote products in PSI publications and all Media-Services
- Free product registration in our DAS – Data Aggregation System – database for Product Finder, PSI Sourcing and Webshop-Services



[www.psi-network.de](http://www.psi-network.de)

#### ASI Benefits for Suppliers:

- Pre-qualification for ASI membership application
- Free subscription to Supplier Global Resource Magazine on iPad and online editions.
- Free Supplier Global Resource eNewsletter
- Free Counselor's PromoGram bi-weekly eNewsletter
- Special exhibitor package rates at ASI Shows
- Marketing Packages to promote products in ASI publications and databases
- Access to distributor credit through ASI's CreditConnect paid subscription



[www.asicentral.com](http://www.asicentral.com)



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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.



## How to become a Purple Club Member

Existing Sourcing City  
Paying Customers & Suppliers

**Purple Club Membership is free until 1<sup>st</sup> September 2013**

No action is required by any of our paying SC Suppliers or customers.

We will be in touch about your PC Membership No.

*(Any customers can advise us they wish to decline membership if they wish.)*

Sourcing City  
Non-Paying Customers & Suppliers

**Purple Club Membership: £150 per annum\***

**\*To apply for Purple Club Membership please contact:**

Alistair Mylchreest – Tel: 0844 504 500 or [am@sourcingcity.co.uk](mailto:am@sourcingcity.co.uk)

**Important Note:** As a commercial organisation it is important to note that Sourcing City has no intention of becoming a Trade Association. As always we continue to support BPMA in any way that we can.

If you would like any more information about the Purple Club, or any of our other services please contact:

Alistair on: **0844 504 5000** | [am@sourcingcity.co.uk](mailto:am@sourcingcity.co.uk) | [www.sourcingcity.co.uk](http://www.sourcingcity.co.uk)