



# RETAIL SUPPORT MEMBERSHIP APPLICATION

CBA ID # \_\_\_\_\_

CBA is a trade association whose membership is comprised of those who are interested in the advancement of the Christian Retail Channel. The following requirements must be met and the information completed by new applicants for Retail Support Membership in CBA. Please see the reverse side for a list of qualifications and benefits. Additional information can be found online at [www.cbaonline.org](http://www.cbaonline.org) or by contacting CBA.

### MEMBER INFORMATION

Company Name \_\_\_\_\_ Parent Company (if applicable) \_\_\_\_\_

Toll Free Phone \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Shipping Address (if different) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_ Subscribe to CBA E-News-Y/N? \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

### 1) List the services, equipment, or products you provide to Christian Retail Establishments:

Services: \_\_\_\_\_

Equipment: \_\_\_\_\_

Product: \_\_\_\_\_

### 2) List ten current qualified Christian Retail\* accounts REQUIRED to process application. (Use separate sheet if necessary)

	Store name	Address	Phone	Contact
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____

\*The term Christian retail establishments shall be considered to mean a retail establishment:

1. Having an inventory not less than 75% of which at any given time consists of Bibles, Christian books, Christian music, church supplies and related Christian merchandise,
2. Operating from a location appropriate for the business model, holding all necessary business licenses, and complying with zoning regulations,
3. Advertising to and serving the general public in a manner consistent with retail operations,
4. With the usual and customary overhead of retail business operations,
5. In which business expenses are substantially paid from proceeds acquired through retail operations.

### 3) What is the last month of your Fiscal Year? \_\_\_\_\_

### 4) Is your business a member of other associations? \_\_\_\_\_ If so, which ones? \_\_\_\_\_

### PLEDGE OF GOOD BUSINESS RELATIONS

(Company name) \_\_\_\_\_ agrees to follow, to the extent reasonably applicable to Retail Support Members, the CBA Code of Ethics and to be bound thereby in all of our dealings with other industry members. We further agree to abide by the various State and Federal Antitrust and Fair Trade Laws. I certify that all the above information is correct.

Signature (Company Official) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### PREMIUM PAYMENT INFORMATION (Former CBA members please contact CBA to arrange reactivation of your account)

\$450 – Annual Retail Support Membership Premium: \_\_\_ Check #: \_\_\_\_\_ or \_\_\_ MasterCard \_\_\_ VISA \_\_\_ Discover \_\_\_ AMEX

Signature \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp \_\_\_\_\_ V-Code \_\_\_

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## MEMBERSHIP QUALIFICATIONS FOR RETAIL SUPPORT

- Must be a business that provides a product or services to at least 10 Christian Retail Establishments\* for use in day-to-day operations. Such as: store fixtures, design services, POS vendors, retail marketing group, store association, etc. (See page 1 of this application for a definition of a Christian Retail Establishment.)
- Must provide a list of 10 current Christian retail accounts using your products or services.
- Must provide a catalog or promotional piece describing the product or service your company provides to retail stores.

## MEMBERSHIP BENEFITS FOR RETAIL SUPPORT

- **CBA Convention Exhibits** – Member prices when exhibiting at CBA conventions. **(A separate Application must also be submitted.)**
- **CBA Membership Directory** – This members-only online package is a great networking and prospecting tool to find Christian retailers, including individual member information sorted by member type, name, or location. Includes a monthly new members report.
- **CBA WEBSEARCH** – Special CBA member designation on this Christian retail industry-specific Internet search engine. This tool is designed for retailers to find information on your products and services and how to find you.
- **CBA Retailers+Resources subscription** – Two copies of CBA's official monthly publication brings you training information, news, reviews, best-seller lists, advertisements, and industry trends.
- **Advertising** – Discounted ad rates for all CBA publications and convention marketing and sponsorship packages.
- **Mailing List Rentals** – Discounted pricing on any of the CBA retail store mailing lists.
- **Endorsed Service Providers** – Discounted services for CBA members can result in savings in excess of your membership premium. A few of the services that supplier members find valuable are:
  - Inbound & outbound Freight Savings Programs
  - Workers' Compensation Insurance
  - Property & Casualty Insurance
  - Credit Card Processing
  - Flooring Savings Programs
  - Web-based sales & retail inventory analysis tools
- **Official CBA website: [www.cbaonline.org](http://www.cbaonline.org)** – The source for industry news, training, and CBA events with a Members-only section.
- **CBA Blog: A Place to Belong** – Your opportunity to participate in dialog and discussions on industry issues and ideas.
- **Webinars** – Throughout the year CBA hosts a variety of webinars designed to train the industry on the latest issues and solution. Gain insight and learn from the experts through these opportunities.
- **CBA Resources, Meetings & Events** – Member prices on business success resources, industry research materials, and CBA events.
- **Voice in the industry & Networking opportunities** – Industry partners respond to a strong trade association working on your behalf!

## CBA CODE OF ETHICS

CBA is committed to the development and retail distribution of Christ-honoring resources. Our membership is comprised of those who produce and distribute Christian materials. We believe that these products represent some of the most effective tools for communicating God's message to individuals throughout the world.

Recognizing that our Association is a vital link in the propagation of the gospel of Jesus Christ, we desire to establish a standard of conduct within our industry which, when followed, will help ensure the integrity of the Christian product industry and our Association. Therefore, we hereby adopt the following Code of Ethics:

With acknowledgment and affirmation of my accountability to God, to civil authority, and to my fellow laborers in the Christian product industry, I pledge that I will:

1. Deal honestly with creditors, debtors, customers, suppliers, employees, contractors, and others with whom I conduct business.
2. Honor and fulfill my agreements with and commitments to those with whom I do business.
3. Promptly pursue resolution of any dispute, which I may have with any CBA member or with the Association itself.
4. Support our Association and conduct myself in a manner, which will bring credit to the Association and to the industry.
5. Endeavor to treat those with whom I do business in the manner that I would have them treat me.

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**For more explanation or information on these benefits and qualifications, please call CBA at (800) 252-1950.**

*Please allow up to two weeks for membership consideration. Applications received within two weeks of the International Christian Retail Show in July may be delayed due to high volume. If you are planning to exhibit at the Show please apply as early as possible to take advantage of all available marketing opportunities. Please contact CBA so we may work with you to approve your membership and offer you member pricing for booth space at the convention. New members are usually notified of acceptance and begin receiving member materials within two weeks of membership approval.*

REMEMBER! Payments of the CBA membership premiums are deductible for most members. Congress and the Internal Revenue Service have asked us to remind you that payments to a trade association are "not deductible as charitable contributions." They may only be deducted as "ordinary and necessary business expense."

**MAIL TO: CBA  
PO Box 62000  
Colorado Springs, CO 80962-2000**

**Phone: (800) 252-1950 or (719) 265-9895  
Fax: (719) 272-3510  
Email: [info@CBAonline.org](mailto:info@CBAonline.org)  
Website: [www.CBAonline.org](http://www.CBAonline.org)**

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