

New Product Proposal Datasheet

Automationdirect thanks you for your interest in partnering with Automationdirect. We are constantly searching for automation products that will help fulfill our promise to our customers:

***The most practical automation products, at the industry's lowest prices, shipped the day you order them.***

Automationdirect does get hundreds of requests per year from vendors, so to make the partnering process as efficient as possible, please complete this brief proposal sheet. The sheet is designed to help elucidate how your product(s) and company are a good fit with our AutomationDirect model. We appreciate the time that it takes to thoughtfully fill out the form, so we promise to review the material and keep it on file. If any of our requests are for information you consider proprietary or confidential, please leave omit that information. We would not want any such information provided on this form. We cannot promise a reply to every proposal, but we do appreciate your considering Automationdirect as a possible partner.

Please review the company information on our website and within our catalog to better understand our company goals.

Thanks  
 The Business Development Team

Product Information

Product(s) Proposed: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Preferred Method of Marketing: **AutomationDirect** brand or Vendor brand

Which Automationdirect products would be complemented by the addition of the proposed products & how?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Are there any special markets that this would enable Automationdirect to have stonger impact in:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Reachable North American Market size in US \$\$\$\$ : \_\_\_\_\_

Reachable Worldwide Market size in US \$\$\$\$ : \_\_\_\_\_

Anticipated Estimated Sales for Automationdirect in U.S. \$\$\$ (Best Guess)

Year 1: Low \_\_\_\_\_ High: \_\_\_\_\_

Year 2: Low \_\_\_\_\_ High: \_\_\_\_\_

Year 3: Low \_\_\_\_\_ High: \_\_\_\_\_

# of Part Numbers Proposed: \_\_\_\_\_

Vendor Lead Time on Parts: \_\_\_\_\_

Vendor Warranty Period: \_\_\_\_\_



Vendor Information

Vendor: \_\_\_\_\_ Vendor Website URL: \_\_\_\_\_  
Address: \_\_\_\_\_ Company Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Company E-mail: \_\_\_\_\_

Key Contact(s)	Phone	E-mail
_____	_____	_____
_____	_____	_____

Vendor Size: Annual Sales: \_\_\_\_\_  
# of Employees: \_\_\_\_\_  
# of Employees in U.S. or North America: \_\_\_\_\_  
# of Technical Support in U.S.: \_\_\_\_\_

Largest Competitors	Market Share(%)
1. _____	_____
2. _____	_____
3. _____	_____

Vendors Competitive Advantage(s)

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

Vendors Current Channel(s) to market in North America: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What advantages would Automationdirect bring as a partner to your company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any additional information you would feel would be beneficial to our evaluation:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please submit via fax to: Automationdirect/BD Team: 770-889-5448  
Or via e-mail to: gmarchuk@automationdirect.com