



Membership Guidelines and Benefits 2024

Welcome to CMG

Thank you for your interest in partnering with The Color Management Group. Our goal is to provide CMG consultants and resellers with best-in-class products and access to marketing, pre-sales, administrative and technical support services that facilitate the sales of color management and workflow solutions to a growing base of customers worldwide.

Membership categories

To better serve your needs, we offer 3 different membership categories. These categories are designed to fit different types of graphic arts businesses, offering focused benefits for each category. Depending on your business, more than one category may apply.

- ★ **CMG Certified Consultant.** A certified consultant is a color business owner. These industry professionals have 10-20 years of experience implementing or developing color technology and driving color business. Our certified consultants are typically manufacturer-certified on several graphic arts solutions and have an in-depth understanding of color as it applies to traditional and digital print processes. If you are an independent industry veteran who has been successful in qualifying, certifying, or educating your customers about color, then the CMG Certified Consultant is your category.
- ★ **CMG Certified Reseller.** A certified reseller is an approved graphic-arts reseller who wishes to offer their customers the best services and technology available for design, photo, commercial print, publish, packaging, and display graphics applications. If you offer hardware, software, or consumable products to your customers through Color Management Distribution, then you are a CMG Certified Reseller.
- ★ **CMG Certified Technician.** A certified technician is a solution integrator, employed by a CMG Certified Reseller or Vendor. Certified technicians have at least one manufacturer certification and have demonstrated strong skills with customers and technology integration. If your focus is integrating products, then you are a CMG Certified Technician.

How we market our members

One of the core benefits of membership with Color Management is that we connect you with your customers. Through Color Management, prospective customers have more ways to find you over the web, at tradeshows and industry events, and through advertising & communications.

- ★ **Tradeshows & Events.** Color Management participates in many popular industry tradeshows and events. Color Management regularly attends Printing United Expo, Color Conference, Brand Print Americas and more. At these events, Color Management advertises your brand and offers you a venue to meet with customers face-to-face for minimal cost.
- ★ **Color Management advertising and communications.** Color Management offers you a low cost way to market to thousands. With our email marketing, we can get the word out - whether it is a press release or ad campaign. Color Management also advertises in industry/trade magazines to drive lead development and bring you sales.
- ★ **Color Management Web.** Colormanagement.com puts your profile online and helps connect you with potential customers. Based on your membership type, your name or business will appear in our Technical and/or Reseller Directory. Using these directories, prospective customers can find the products and services they need from you. Our website also offers you the means to market yourself through technical content such as blog posts or webinar recordings.

Member Benefits

Marketing

- ★ Web site listing
- ★ Corporate literature listing
- ★ Cm.com Marketing mail list
- ★ Tradeshow booth-in-a-booth
- ★ Tradeshow and event attendance
- ★ Co-op advertising*
- ★ Business cards, badges, shirts*
- ★ Logo usage
- ★ Press release posting and distribution

Sales

- ★ Access to CMG product portfolio at member discounts
- ★ Access to CMG services
- ★ On-line store mirroring
- ★ Web demonstration services
- ★ Pre-sales consultation
- ★ Teleconference services
- ★ Sales quotes
- ★ Verbal POs
- ★ CMG web store select-a-reseller/installer
- ★ Transaction Processing Services
- ★ Lead forwarding
- ★ Print sample creation*
- ★ Translation services*

Support & Technical

- ★ Live telephone technical support
- ★ Email technical support
- ★ Web Technical Support

Knowledge

- ★ Web meeting and support center*
- ★ 1-on-1 online training
- ★ Software demo & evaluation
- ★ Access to exclusive technical content
- ★ Access to product certifications
- ★ Access to select product certifications
- ★ Access to on-line online training
- ★ Teleconference services*

*Additional charges may apply

Membership costs

Color Management Group membership fees fund our ability to provide you with services and benefits. Renewal fees for 2021 will be based on the following cost structures:

- ★ Certified Consultants or Vendors initial annual fee is \$1,000. Renewal fee is \$250 per year. Renewal fees are waived if total sales exceed \$500k annually.
- ★ Certified Resellers initial annual fee is \$2,000. Renewal fee is waived if total sales exceed \$1,000,000,000 annually.
- ★ Membership includes one (1) company listing and one (1) individual listing.
- ★ Additional individual listing cost \$500 per listing.
- ★ New members can sign up any time.
- ★ Membership renewal is based on 12-month cycle, starting from the next scheduled membership enrollment date.
- ★ Enrollment dates occur on the first day of each quarter (Jan 1, April 1, July 1, Oct 1)

Become a member

Our members are among the best in the business. Our knowledge depth and understanding of products and technology is unequalled in graphic arts markets. Our company was built on expertise and the ability to connect customers with the right solutions. The success of our company is built on your success. We look forward to growing your business and helping you serve your customers with better solutions.

Sincerely,

Lida P. (Jalali) Marschke

Owner | Founder

The Color Management Group