



THE INDEPENDENT HARDEE'S® FRANCHISEE ASSOCIATION

2010 ASSOCIATE MEMBERSHIP APPLICATION

SEC. 1 - Information

RENEWING MEMBERS: if no changes, skip to SECTION 2. **NEW MEMBERS** please fill out completely.

Company Name: _____

Address: _____

City / State / Zip: _____

Name of Key Company Contact: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

(This will be used to confirm registration for events. IHFA does not share, sell, or publish e-mail addresses.)

Additional Contact(s): _____

(Will receive notices about materials and advertising deadlines and opportunities)

E-mail Address(es): _____

Company Website: _____

Product(s) / Service(s) currently being supplied to Hardee's® Franchisees: _____

SEC. 2 - Identity

Your company logo and description will be used in the 2010/2011 Products and Services Directory and on the IHFA website (www.IHFA.com).

LOGO Please forward, along with this application, your company logo on disc or via e-mail. Files should be:

- Full color (Pantone/CMYK)
- EPS preferred
- 300 dpi or better
- No MS Word or MS Publisher files

DESCRIPTION Please e-mail a 70 words or less description of your company (as its products and services relate to Hardee's® Franchisees) to IHFA@IHFA.com.

SEC. 3 - Category

Choose your company's category from the list below.

Please check only one (1) box.

- | | | |
|--|---|---|
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Equipment / Replacement Parts | <input type="checkbox"/> Oil / Filtering Products |
| <input type="checkbox"/> Breads / Batter / Baked Goods | <input type="checkbox"/> Evaluation / Consulting Services | <input type="checkbox"/> Packaging / Plastics |
| <input type="checkbox"/> Cleaning Supplies | <input type="checkbox"/> Financial / Payroll / Accounting | <input type="checkbox"/> Pest Control Services |
| <input type="checkbox"/> Condiments / Sauces | <input type="checkbox"/> Furniture / Signs / Development | <input type="checkbox"/> P.O.S. / P.O.P. Systems |
| <input type="checkbox"/> Construction / Development | <input type="checkbox"/> Health Insurance | <input type="checkbox"/> Produce / Vegetables |
| <input type="checkbox"/> Dairy / Eggs / Ice Cream | <input type="checkbox"/> Human Resource Services | <input type="checkbox"/> Technology Services |
| <input type="checkbox"/> Dessert Items | <input type="checkbox"/> Legal / Health Insurance | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Distribution Services | <input type="checkbox"/> Marketing / Advertising | <input type="checkbox"/> Unit Resale |
| <input type="checkbox"/> Drive-Through Systems | <input type="checkbox"/> Meat / Fish / Poultry | <input type="checkbox"/> OTHER: _____ |

Please continue on to page 2...

SEC. 4 - Membership Level and Benefits

Platinum
(\$25,000)

Special Recognition

- Full page ad in Products & Services Directory
- Full page ad in one (1) issue of the *INSIGHT* Magazine; company logo featured in all four issues throughout the year
- Logo featured throughout the site at www.IHFA.com (including the home page)
- Company listing (includes logo, company contact information and company bio) in online Vendor Directory at www.IHFA.com
- Special Acknowledgement at IHFA Events and on all marketing materials

Convention Benefits

- 90 Minute Presentation at Board Meeting
- Free 10x10 Booth at Fall Convention
- Automatic Convention Sponsorship (first choice)
- Six Attendees at Convention

Other Benefits

- Attendance at Associate Member Dinner (in June)
- Unlimited free mailings to Franchisee Members
- IHFA Scholarship Fund Sponsorship

Gold
(\$10,000)

Special Recognition

- Half page ad in Products & Services Directory
- Half page ad in one (1) issue of the *INSIGHT* Magazine; company logo featured in all four issues throughout the year
- Logo featured on the home page at www.IHFA.com
- Company listing (includes logo, company contact information and company bio) in online Vendor Directory at www.IHFA.com
- Special Acknowledgement at IHFA Events and on all marketing materials

Convention Benefits

- Free 10x10 Booth at Fall Convention
- Automatic Convention Sponsorship (your choice)
- Four Attendees at Convention

Other Benefits

- Attendance at Associate Member Dinner (in June)
- Two (2) free mailings to Franchisee Members
- IHFA Scholarship Fund Contribution

Silver
(\$5,000)

Special Recognition

- Quarter page ad in one (1) issue of the *INSIGHT* Magazine; company name featured in all four issues throughout the year
- Company listing (includes logo, company contact information and company bio) in online Vendor Directory at www.IHFA.com
- Special Acknowledgement on all marketing materials

Convention Benefits

- Free 10x10 Booth at Fall Convention
- Three Attendees at Convention

Other Benefits

- Attendance at Associate Member Dinner (in June)
- One (1) free mailing to Franchisee Members
- IHFA Scholarship Fund Contribution

Bronze Enhanced
(\$2,500)

Special Recognition

- Company listing (includes logo, company contact information and company bio) in online Vendor Directory at www.IHFA.com

Convention Benefits

- Free 10x10 Booth at Fall Convention

Other Benefits

- Attendance at Associate Member Dinner (in June)

Bronze
(\$1,000)

Special Recognition

- Company listing (includes logo, company contact information and company bio) in online Vendor Directory at www.IHFA.com

Other Benefits

- Attendance at Associate Member Dinner (in June)

Associate membership in the IHFA helps support the IHFA and provides an opportunity for vendors to interact with franchisee members of the IHFA. Associate membership in the IHFA does not guarantee that any vendor will gain approval as an approved supplier by Hardee's® Food Systems, Inc. (hereafter "HFS"). Associate members who desire to become approved suppliers are responsible for pursuing such status directly with HFS.

PAYMENT: Enclosed Check payable to IHFA **OR** Charge to: VISA MASTER CARD AMEX DISCOVER

Card #: _____ Exp. Date: _____/_____/_____

Signature: _____



Please remit along with full payment to: Independent Hardee's® Franchisee Association (IHFA)
638 Independence Parkway, #100, Chesapeake VA 23320 | PHONE 757.497.7297 | FAX 757.473.9897 | E-MAIL IHFA@IHFA.com