



*Making a positive difference
for General Merchandise,
Health, Beauty, Wellness & GMDC
Research, Education, & Insights*

- Business Building Events & Opportunities
- Consumer & Business Insights
- Education & Training
- Information Resources

Now you have the opportunity to help continue this impactful research and action education by contributing to GMDC's Education and Insights.



**Education
& Insights**



Nobody works harder creating opportunities for GM and HBW than GMDC. Please give generously. See other side for details.

GMDC has been identifying opportunities for general merchandise, health, beauty care and wellness, and providing sound strategies to profit from them. Landmark studies have positively changed the industry. In fact, a recent GMDC membership survey revealed that 76% of members changed their business practices because of information contained in a study and whether or not your company has contributed to this impressive body of work, you probably have benefited from it.

GMDC has been engaged in a committed effort to bring even more value to your membership through Research, Education, and Insights. In addition to our major studies, we've developed a weekly electronic newsletter to all members with timely information to give you a head-start on your work week. We've added roundtable discussions on important industry topics, helpful workshops and informative business sessions to our marketing conferences. We're releasing important white papers on top-of-mind issues and we're undertaking mini-studies that put important research in your hands more quickly - all designed to give you a competitive advantage in the GM and HBW industries.

In order to continue this momentum, we need your help. We hope you'll complete the pledge form on the reverse side of this document and give generously to build your business and build our industry by building a better, more powerful GMDC. DO IT TODAY! Thank you.



We hope you'll consider giving generously. When you support GMDC you not only help identify opportunities in GM and HBW retailing and how to effectively maximize them, you help the industry and your business. Thank you very much for your donation.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State/Zip: _____

Telephone: _____

Email: _____

Fax: _____

I am interested in becoming more involved in the GMDC Education Leadership Council.

My company would like to contribute to a specific project. Please contact me.

I would like to see research done in the following areas: (Please list any ideas you may have for studies.)

Make checks payable to: GMDC

Please complete this form and return with your contribution to:

Global Market Development Center For more information, contact:
1275 Lake Plaza Drive Keith Wypyszynski at 719.576.4260
Colorado Springs, CO 80906-3583

Instead, please invoice me for my contribution.
You may fax this form to 719.576.2661

Contributions to GMDC, a tax exempt 501(c)(6) organization, are deductible as ordinary and necessary business expenses but are not deductible as charitable contributions.

Research, Education, & Insights Pledge Form

Global Market Development Center
1275 Lake Plaza Drive
Colorado Springs, CO 80906-3583

719.576.4260 **tel**
719.576.2661 **fax**
www.gmdc.org

I would like to support the work of GMDC

Please accept my contribution in the amount of: _____

Platinum
\$15,000+

- Gold level, plus the opportunity for the creation or submission of a GMDC mini-study to be printed on a topic / issue / business / solution or category of your choice (Final approved by GMDC)

Gold
\$10,000+

- Silver level, plus the opportunity for four lead Discussion Topics or articles to be included in the Weekly Newsletter (Final approved by GMDC)
- VIP Chairman's Suite Reception at the GM or HBW Conference

Silver
\$5000+

- Bronze level, plus invitation to Wholesaler / Retailer / Supplier Reception
- Corporate Name / Product logo included in four GMDC Weekly Newsletters

Bronze
\$2500+

- Corporate Name / Product Logo on Education Programs
- Corporate Name / Product Logo on donor list on GMDC Website
- Corporate Name / Product Logo on visual at GMDC Business Sessions

General Contributor
\$500-\$250

- Corporate Name / Product Logo on visual at GMDC Business Sessions

Benefits for all levels of giving-

The opportunity to impact marketing, merchandising and sales initiatives within the GMDC Wholesaler / Retailer membership

Nobody works harder creating opportunities for GM and HBW than GMDC.

Thank you for your generous contribution