



www.nhmade.com

Membership Information

MEMBER TESTIMONIALS

"Every year the value of our membership in NH Made increases because the list of benefits and opportunities keeps growing. All we have to do is take advantage of just one program or discount offering, and our membership is paid for."

*Peter & Lori Corriveau
Jeness Farm, LLC*

"Using the 'NH's Own' message to promote local products in our store reflects the very essences of what we believe in – supporting our local communities, farms and producers."

*Chuck Cressy
Durham Marketplace*

"Being able to live and work in New Hampshire has an enhancing affect on what we do and why we do it. NH Made helps us promote these value-added qualities which help our products products and services stand out from all the others."

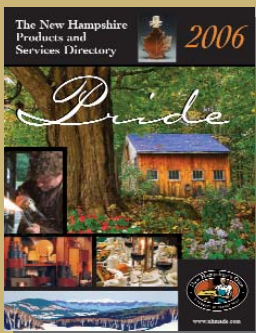
*Dave & Patti Fuller
Fuller's Sugarhouse*

"By working together, NH Made members create greater visibility and awareness for their businesses than most of them could achieve individually,"

*Gail McWilliam Jellie
NH Dept. of Agriculture, Markets & Food*

New Hampshire Made is the official statewide membership organization that promotes the quality, variety and availability of New Hampshire-made products and services. By working collectively to build a common brand identity for "New Hampshire's Own," more than 700 business members are already benefiting and reaching beyond their local communities and expanding their visibility and sales into new and broader markets.

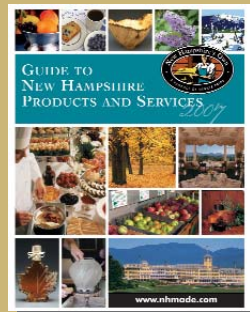
Launched in 1997 as New Hampshire Stories, Inc., the program evolved into the New Hampshire Made name with a "New Hampshire's Own" campaign consisting of six logo designs that enabled businesses to choose which logo best met their marketing needs. (See all 6 variations on the inside page.)



Each year, the business-to-business "New Hampshire Products & Services Directory" is distributed to wholesale buyers, corporate and government gift buyers, libraries, state agencies, business organizations, trade shows, conferences and media outlets.

More than 100,000 copies of the consumer-oriented "Guide to New Hampshire Products & Services" are distributed year-round at New

Hampshire's Interstate rest areas, Chamber information booths, the Manchester airport and selected retail stores, restaurants, hotels and tourist attractions throughout the state.



The www.nhmade.com web site provides a one-stop resource for easily locating, contacting, and discovering New Hampshire products and services when searching for a name, town, region, product type or other key words and having easy direct links to all these member businesses.

Two New Hampshire Stores located on I-95 North and I-95 South at the Hampton, NH, rest areas feature selected member products, many of which are also sold on-line at www.nhmade.com.



Join the largest-ever statewide marketing effort today! Mail or fax the application inside this brochure or sign-up now on www.nhmade.com.

Laurie Ferguson
Executive Director
Ann Vennard
Membership & Events Coordinator

New Hampshire Made
PO Box 150
Andover, NH 03216
Ph: 1-888-647-8674
Fax: 603-735-6568
Email: info@nhmade.com
Web Site: www.nhmade.com



Flagship Logo



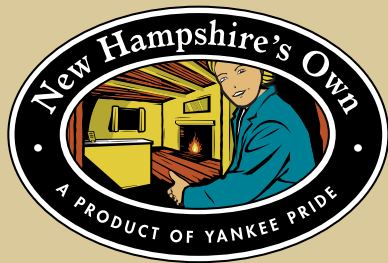
Agricultural Logo



Decorative Accents Logo



Handcrafts Logo



Service Logo



Specialty Foods Logo



MEMBERSHIP BENEFITS

LICENSE TO USE THE "NEW HAMPSHIRE'S OWN" LOGO SYSTEM AND TAGLINE in your own advertising, marketing and promotional materials. These logos help distinguish your product or service from others in the marketplace and provide a "value added" message to the purchaser. (See sidebar at left for logo variations designed for specific industries.)

Free listing in the annual business-to-business NEW HAMPSHIRE PRODUCTS & SERVICES DIRECTORY distributed to 5,000 wholesale buyers, corporate and government gift buyers, libraries, state agencies, business organizations, conferences, trade shows, media outlets and more than 700 New Hampshire Made members.

Free full-page listing on the WWW.NHMADE.COM web site with a photo, extensive text and a complimentary link to your business web site as well as numerous opportunities for additional promotion on this high-traffic site.

Opportunity to purchase a listing for only \$50 in the consumer-oriented GUIDE TO NEW HAMPSHIRE PRODUCTS & SERVICES. More than 100,000 copies of this popular publication are distributed free to consumers year-round at Interstate rest areas, information booths, and selected restaurants, hotels and tourist attractions statewide. Rates for display ads are equally attractive at members-only prices.

WEEKLY NEWSLETTER sent to every member via email packed with timely information on member news, events, business workshops, seminars, co-op marketing and buying opportunities, publicity opportunities and more.

Opportunity to have products sold, brochures showcased or products demonstrated at our two NEW HAMPSHIRE STORES located at the Hampton rest areas on I-95 North and I-95 South. Selected products are also sold on the store's web site WWW.NHMADE.COM.

REGIONAL CONTACT TEAM REPRESENTATIVES in each of the seven regions of the state enables every member to have a local contact person serving as the organization's liaison for information and promoting membership involvement.

CENTRALIZED BUSINESS INFORMATION RESOURCE for locating business support services, getting referrals for business consultants, finding co-operative marketing opportunities and other information you need to help your business grow.



ASSISTANCE IN GAINING MEDIA EXPOSURE for your business via press releases and media referrals to your business for product and service business stories, i.e. *Union Leader Special Inserts, NH Chronicle, New Hampshire Magazine, selected radio station promotions and more.*

Opportunity to showcase products or services in the New Hampshire Made booth at trade and consumer events including BUSINESS CONFERENCES, CONSUMER EXPOS, FESTIVALS, FARMERS' MARKETS and more.

MEMBER DISCOUNTS on UPS shipping, media advertising, workshops, seminars and more plus opportunities to place bulk orders with other members to reduce costs.

THERE'S MORE! Visit www.nhmade.com for a list of "75 reasons to join for \$75."

Now!

APPLICATION

Sign-up on-line at www.nhmade.com or mail-in this application today!
Membership subject to approval by New Hampshire Made

BUSINESS NAME: _____ DATE: _____

CONTACT NAME: _____

BUSINESS PHYSICAL ADDRESS: _____

BUSINESS MAILING ADDRESS: _____

CITY/TOWN: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEB SITE: _____

Year started: _____ Year Business Name was registered with State of NH: _____

Total Number of Employees: _____ Full-time: _____ Part-Time: _____

Business Type: Product Food Service Retail Store or Outdoor Market

NOTE: Food or Beverage producers, including pet foods, must submit copy of Food Service License from State of NH with application.

BE SURE TO INDICATE YOUR CATEGORY CHOICES – SEE BACK OF THIS PAGE

REGIONAL LOCATION OF BUSINESS OR MAIN OFFICE: (Check only ONE location please)

- | | |
|--|--|
| <input type="checkbox"/> Dartmouth-Lake Sunapee Region | <input type="checkbox"/> Monadnock Region |
| <input type="checkbox"/> Great North Woods Region | <input type="checkbox"/> Seacoast Region |
| <input type="checkbox"/> Lakes Region | <input type="checkbox"/> White Mountain Region |
| <input type="checkbox"/> Merrimack Valley Region | |

CHECK ALL BUSINESS CODES THAT APPLY: (For Product and Food Categories)

- | | |
|--|---|
| <input type="checkbox"/> Product available at retail (R) | <input type="checkbox"/> Product available at wholesale (W) |
| <input type="checkbox"/> Product available by direct mail (DM) | <input type="checkbox"/> Public Tours and Events held on-site (T/E) |

BUSINESS DESCRIPTION: (Please read the following carefully)

Web Site: Every member receives a full page of text on the www.nhmade.com web site. **The text, along with a photo you would like to feature, must be emailed to NH Made, or you must sign-up on-line and enter your text and photo as part of your on-line application.** When you write your description, use key words that will help your business to be found in a general topic search such as “organic” or “children” or “gift baskets.” Once you are a member, you can change the text and photo at any time.

Your web-site page can be linked to up to 3 categories. **Please indicate on the back of this application which categories are the most appropriate for your business.** Until we receive your description and photo by email or on-line, we will post the 20-word description you submit for the Business Directory.

20-Word Description: (See “Business Directory” information above)

Business Directory: Every member receives one free category listing with a 20-word description in the annual printed membership Directory. Additional categories and words may be purchased prior to publication. **Until then, please write your 20-word description below or use a separate piece of paper, and be sure to circle on the back of this application which category you would like to be your FREE category.**

Consumer Guide: The consumer “Guide to NH Products & Services” is not included in your membership but is available for only \$50 additional per category. You will receive separate information from us about this opportunity to be listed in 100,000 copies distributed statewide year-round.

ANNUAL MEMBERSHIP CATEGORY:

- \$50 Not-For-Profit Organization
- \$75 1-5 Full-time Employees
- \$100 6-20 Full-time Employees
- \$150 21-100 Full-time Employees
- \$200 100+ Full-time Employees
- \$500 Friend of NH Made
- \$___ Individual Contributor

PLEASE READ THE AGREEMENT BELOW:

I understand that my membership is subject to approval by New Hampshire Made. By becoming a member of New Hampshire Made, I am agreeing to the following *New Hampshire Business Principles*.

TO PRODUCE only products or provide only services of high quality and value;

TO CONSTANTLY CONDUCT business in a highly ethical manner;

TO ASSURE customer satisfaction by responding quickly and courteously to all complaints;

TO USE New Hampshire products, materials, labor, or intellectual input whenever and wherever possible;

TO ASSURE that the *New Hampshire's Own* logo will be used only on products or services that are produced or originated in New Hampshire, or are significantly altered in New Hampshire by input of labor, process, or intellectual content. NOTE: The *New Hampshire's Own* logo may be used in color, black and white, or a custom color with prior approval by New Hampshire Made.

TO AGREE that I may use the logo only if my membership remains current.

TO AGREE not to display, adapt, or use the *New Hampshire's Own* logo in such a way as to malign, demean, insult, or offend the character of the State of New Hampshire, other businesses or individuals.

TO UNDERSTAND that my membership is subject to approval by New Hampshire and that membership can be revoked if any of the above are not followed.

MAKE CHECK PAYABLE TO:

New Hampshire Made
PO Box 150
Andover, NH 03216

OR MC VISA AMEX DISCOVER

Card #: _____

Exp. Date: _____

Signature (name as it appears on card)

MAKE SURE YOU HAVE INDICATED YOUR CATEGORY CHOICES ON THE BACK OF THIS PAGE



Cut on dotted line and return your application today!



Memberships

Become a Member Today!

New Hampshire Made
PO Box 150
Andover, NH 03216
Ph: 1-888-647-8674
Fax: 603-735-6568
Email: info@nhmade.com
Web Site: www.nhmade.com

The Official Statewide
Marketing Organization
That Will Help Your Business
Grow!

Printing Sponsor: RAM Printing, East Hampstead, 1-800-860-7045

CHECK THE BEST CATEGORY FOR YOUR BUSINESS LISTING(S):

PLEASE READ: All members receive a full page on the nhmade.com WEB SITE which can be linked to up to three different categories. Please check the categories you feel are appropriate to your business, then circle the ONE category you would like to be your FREE category in the annual DIRECTORY. You will have the option of purchasing more categories in the DIRECTORY when it is closer to publication.

PRODUCTS

- Bags, Purses & Travel Accessories
- Baskets
- Books, Maps & Resource Guides
- Building Supplies, Kits & Fencing
- Candles
- Child Care Products
- Clothing, Accessories & Sundries
- Cooking Supplies & Recipe Books
- Decorative Accents & Furnishings
- Dolls, Bears & Figurines
- Fine Art
- Flowers, Tree Farms & Nurseries
- Furniture
- Garden Supplies & Outdoor Accessories
- Gift Baskets
- Glass, Crystal & Stained Glass
- Insect Protection
- Jewelry
- Metalwork & Pewter
- Music Supplies, CDs & Tapes
- Paper Products & Packaging Supplies
- Personal Care Products
- Pets Accessories & Foods
- Pottery, Ceramics, Porcelain & Tile
- Prints, Cards, Journals & Calendars
- Quilts
- Sport & Recreation Equipment
- Toys, Games & Puzzles
- Videos, Film & DVDs

- Wood Products
- Wool, Fiber & Needlework

FOOD & BEVERAGES

- Baked Goods & Baking Mixes
- Beer, Wine & Drink Mixes
- Beverages
- Candy & Confections
- Coffee, Tea & Hot Chocolate
- Condiments & Mustards
- Dairy Products
- Jams, Jellies & Fruits
- Maple & Honey
- Meat & Fish
- Orchard & Farm Produce
- Sauces, Dressings, Oils & Vinegars
- Seasonings, Dips & Soup Mix
- Snacks, Granola & Trail Mix

SERVICES

- Architects, Builders & Restoration Services
- Attractions, Museums, Galleries & Events
- Automotive
- Banking, Financial Services & Insurance
- Building & Farm Maintenance
- Building, Land & Farm Supplies
- Business Assistance Organizations
- Business & Personal Consulting Services
- Colleges, Universities & Educational Ctrs

- Computers: Website Services, Software Development, Training & Repairs
- Government Agencies
- Graphic Designers & Illustrators
- Health & Wellness
- Lodging & Conference/Event Centers
- Marketing, Advertising & Public Relations
- Media: Print & Electronic
- Office Supplies
- Performing Artists
- Photography Services
- Printers & Trade Show Display Services
- Promotional Items, Personalization, Silk-screening & Engraving
- Publishing Services
- Real Estate
- Restaurants, Diners & Delis
- Sales Representatives & Distributors
- Shipping & Mailing Services
- Speakers on New Hampshire Topics
- Tours, Scenic Rides & Special Occasion Rentals
- Transportation Services
- Video & Film Production

STORES & OUTDOOR MARKETS

- Retail Store Offering NH Products
- Farmer's Markets & Farm Stands