

# Industry Partner Program

## Expression Of Interest Form

### A. PRINCIPAL/COMPANY BACKGROUND

#### Company Overview

1. Name of Company \_\_\_\_\_
2. Business Address \_\_\_\_\_
3. City \_\_\_\_\_ 4. State/Province \_\_\_\_\_ 5. Zip/Postal Code \_\_\_\_\_ 6. Country \_\_\_\_\_
7. Company type/Ownership Structure \_\_\_\_\_
8. Primary industry/vertical \_\_\_\_\_
9. Years in Business \_\_\_\_\_ 10. No. of Employees \_\_\_\_\_
11. Annual Revenues (in US \$) \_\_\_\_\_ (projected this year) \_\_\_\_\_ (last year) \_\_\_\_\_
12. Name of Principal/owner \_\_\_\_\_
13. Total number of members \_\_\_\_\_
14. Geographic spread of members (globally or within the US) \_\_\_\_\_
15. Key members events held during the year \_\_\_\_\_
16. Summarize the key member benefits \_\_\_\_\_
  
17. Details of key product or service offering \_\_\_\_\_

18. Key principals of the company with designations

19. Major accomplishments to date

20. Short statement of future direction of the company

21. Company website \_\_\_\_\_

## B. PRODUCTS & SERVICES OFFERED BY PARTNERS

Overview of the companies you have currently partnered with; products and/or services offered by the partner

### Example 1

1. Name of Partner Company \_\_\_\_\_

2. Headquartered at \_\_\_\_\_

3. Product/Service \_\_\_\_\_

4. Primary industry/vertical \_\_\_\_\_

5. Partner since (no. of years) \_\_\_\_\_

6. Brief summary of success (if any) you have achieved on behalf of partner

**Example 2**

- 1. Name of Partner Company \_\_\_\_\_
- 2. Headquartered at \_\_\_\_\_
- 3. Product/Service \_\_\_\_\_
- 4. Primary industry/vertical \_\_\_\_\_
- 5. Partner since (no. of years) \_\_\_\_\_
- 6. Brief summary of success (if any) you have achieved on behalf of partner

**C. HOSPITALITY, REVENUE MANAGEMENT AND/OR SaaS EXPERIENCE**

**Overview of specific experience in related fields**

- 1. Summary of experience (if any) in using any of IDeaS' Products or Services
  
- 2. Summary or experience (if any) in promoting solutions for the Hospitality industry
  
- 3. Summary or experience (if any) in promoting SaaS solutions
  
- 4. Summary or experience (if any) in promoting Revenue Optimization

## D. WHY IDeaS?

### Understanding your interest and primary motivations in pursuing an industry partner relationship with IDeaS

1. Explain your primary motivation in developing an Industry Partner relationship with IDeaS?

2. How would you describe your member's interest or demand for IDeaS' Products and Services?

3. Have you attended any of IDeaS' live or on-demand webinars available via [www.ideas.com](http://www.ideas.com)?  
If, Yes, how did you find the webinars useful?

4. Describe how you foresee increasing visibility for IDeaS Solutions and Services within your member base?

5. Have you discussed pursuing an Industry Partner relationship with anyone at IDeaS?

# E. REFERENCES

Please list two business associates that you have commercial relationships with as references

## Reference 1

- 1. Name \_\_\_\_\_
- 2. Company \_\_\_\_\_
- 3. City \_\_\_\_\_ 4. State/Province \_\_\_\_\_ 5. Country \_\_\_\_\_
- 6. Work Phone \_\_\_\_\_ 7. Email Address \_\_\_\_\_
- 8. Website \_\_\_\_\_

## Reference 2

- 9. Name \_\_\_\_\_
- 10. Company \_\_\_\_\_
- 11. City \_\_\_\_\_ 12. State/Province \_\_\_\_\_ 13. Country \_\_\_\_\_
- 14. Work Phone \_\_\_\_\_ 15. Email Address \_\_\_\_\_
- 16. Website \_\_\_\_\_
- 17. Date of submission (enter the date you plan to submit this form) \_\_\_\_\_

Expression of Interest Forms will be reviewed in the order they are received. If this form is accepted by IDeaS Revenue Optimization, you will be contacted to discuss next steps.

Thank you for your interest in the IDeaS Industry Partner Program.