



Joseph P. Morris, Jr.
Senior Vice President
NTRA Advantage

What is the NTRA Advantage

- NTRA owns and manages a dedicated “group purchasing” sales force that assists partners in generating business from the industry
- Sales reps work to assist members and promote partners



NTRA Advantage

- Sell exclusively partner products and services to the industry
- Identify product categories where our members need savings
- Develop programs with partners to deliver savings
- Build awareness of NTRA and NTRA Advantage among industry members
- Develop customized marketing solutions to promote our partners
 - Advertising in industry publications
 - Representation at major equine events and trade shows
 - Direct mail campaigns
 - Marketing & Advertising support



NTRA Advantage

WIN

- Member get Savings!



WIN

- Partner gets Sale!

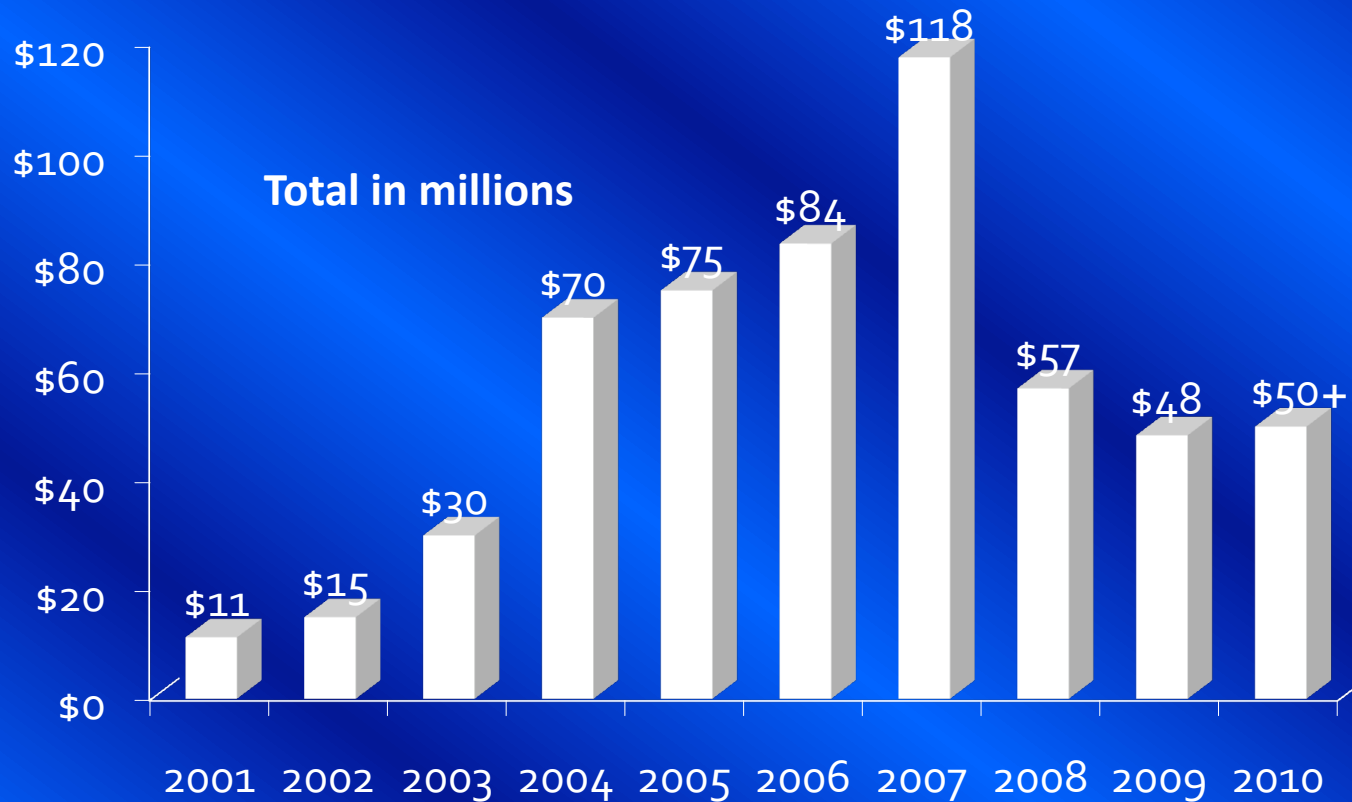


WIN

- A piece of every sale comes back to support the Industry!



NTRA Advantage Sales History



Member Sales

Over **\$540,373,411**
in **sales** to the equine
industry since 2002.



Member Savings

Over **\$86,307,015**
in **savings** to the
industry since 2002.



Loyalty to the Industry

- NTRA Members develop loyalty to industry partners
- Revenue sharing with tracks, affiliates & horsemen's associations



Bringing the Equine Industry Together

- National Thoroughbred Racing Association
- American Quarter Horse Association
- United States Equestrian Federation
- US Trotting & Harness Tracks
- United States Polo Association
- Equine Canada
- American Horse Council
- Thoroughbred Owners & Breeders Association



Together we reach over **1,000,000 members**

NTRA Advantage Partners



JOHN DEERE



Office DEPOT



OfficeMax



NTRA Advantage – John Deere



JOHN DEERE

- Select equipment available at your local John Deere dealership
- Up to 23% discount on Ag equipment
 - Discounts off retail price
 - Attractive John Deere financing options
 - Full-time equine facilities only
- Construction equipment
- Turf equipment
 - Discount coupon program



NTRA Advantage – Sherwin-Williams



- It's more than just paint
- Paint, carpet, flooring, wallpaper, and more!
- Discounts up to 40% off list price on Sherwin-Williams products
- Fence paint
- Call NTRA Advantage today to establish your account



NTRA Advantage - UPS



- Discounts up to 30% off next day and 2nd day shipping
- Discounts up to 5% off ground services
- Visit and setup your account
www.savewithups.com/ntra



NTRA Advantage - Office Supply

Office DEPOT



OfficeMax

- Enjoy savings of up to 30% on thousands of items, from office supplies to furniture to consumer electronics
- Call NTRA Advantage office to establish an account



Potential Partner Categories

- Trucks
- Maintenance Supplies
- Wireless/ Hand-Held
- Rental Cars

