

FAQs regarding the price increase

1. Why is the price increasing?

Over the past several years, AIM has increased member benefits significantly. In order to continue to support and expand upon those benefits we need to minimally increase the cost of membership.

2. **When is the price increase going into effect?** March 1, 2020

3. **When was the last time there was a price increase?** 2013

4. What am I getting for my \$69.00 per month?

You have access to significant member benefits including:

- Supplier partnerships
- B2B partnerships
- Shipping discounts
- Health insurance discounts
- Travel discounts
- VIP Incentive Program
- Professional development and strategic business guidance opportunities
- Access to exclusive AIM networking events and the opportunity for networking at large industry events such as PPAI and Expo
- Access to high-quality marketing tools that will help you meet your self-promotion and client needs
- Access to real-time product data powered by ESP
- Access to Tech Suite, AIM's proprietary product search, website creation, and order management system
- Access to AIM Capital, our order management and financing program
- A support network of fellow distributors who understand your business challenges & can help guide you

5. Is every member paying \$69.00 per month?

No. New members who joined after Jan. 1, 2020 are paying \$99.00 per month. Because you are a valued and established member, you are paying 30% less for your membership.

6. Has the required sales volume changed for the new members?

Yes, all new members must sell at least \$500,000 in promotional products per year to be a member of AIM.

7. What happens if I leave AIM?

You will lose your FedEx discount and all the other outstanding benefits offered to you through your AIM membership.

8. Can I rejoin AIM if I leave?

Yes. But you will have to rejoin at the higher \$99.00 per month rate, you must meet the minimum \$500,000 promotional products sales threshold, and you will lose your FedEx discount.

If you have any additional questions, please reach out the appropriate Contact/Team below:

Area of Expertise

Billing & Training
Tech Suite & ASI ESP data feed
VIP Incentive Program
Elite Packages & AIM Capital
All other questions

Contact Person/Team

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