

Attention: All Retailers

The Futon Association International is an association of members dedicated to the futon and specialty sleep industry. Its members are manufacturers, distributors, suppliers and retailers. All enjoy the many benefits of belonging to the FAI as members.



5 Reasons To Join!

1 Website: www.futon.org

Find A Retailer - Thousands of consumers have located member retailer information from this site. Information such as a store name, address and telephone number. Consumers can even print a map to the store's location. If that wasn't enough...how about a website link? Once a consumer is on your store's listing, they can click on your hot link and can shop your website without searching any further. Our list of member retailers is just a point and click away from being found by a consumer searching for futon and specialty sleep products. Will your store be the one consumers find?

High Search Engine Ranking - Consumers, retailers, manufacturers, distributors and suppliers alike search the word "futon" or "specialty sleep". The FAI website ranks in a Google Search, in the Top 10 for both key words. These high rankings naturally draw consumers to start their fact finding mission and shopping experience as they reach our website. If you are not listed, you are sending valuable consumers to your competition.

Industry Information - Keeping current with the futon and specialty sleep industry information, news, trends and events is important. Our members are kept up to date with regular website, blast fax, email and newsletter updates. If there is something new in the industry, rest assured your membership will keep you in the know. Gain the competitive edge by joining today!

2 Membership / Business Reference Directory

Like a kid in a candy store...members have access to all the industry leaders. Find manufacturers, distributors and suppliers of products you want to sell. Contact information is available and some have web links that will send you through cyber space to the vendor's website. What could be more convenient?

3 Membership has its Benefits (so many, to little space)

Merchant Account Programs - Everyone likes to save money. The Futon Association International has negotiated discount rates with a major credit card and check clearing company. These rates are one of the lowest for retail. Spending less on rates allows company growth in other areas.

Shopping Mall - Imagine a website that not only has industry information, news and discount rates...now you can buy business gifts too! Saving time and money with "One Stop" shopping is key. Generous discounts are available. You will find your membership more than pays for itself in time and money saved.

Direct Mail Marketing - Targeting new customers has never been so easy. Upload your design and leave the rest to the professionals. By the way, discounts do apply on printing costs.

4 PR Media

Need added exposure bringing your futon and specialty sleep products to the consumers? Press releases, images, and advertisements are available for member's use. Your membership entitles you to the whole campaign.

5 Cost of Membership

The cost of membership is very affordable. Join today and get your store listed in Find A Retailer for just pennies a day. Additional listings are available for multi-store locations, for a fraction of membership fees. Your listing(s) are worth the cost of membership alone. Now, add all the rest of the Member Benefits: Merchant Account Programs, Shopping Mall, Direct Mail Marketing, Membership Directory and PR Media, Continuing Education, Car Rental and Promotional Items and you have an association worth joining.



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Visit: www.futon.org or call 800.327.3262 Join today!