



# COMPANY QUALIFICATION FORM

Complete this form to qualify your company

DEALER EXPO 2011 • Indianapolis, IN  
Indianapolis Convention Center February 18-20, 2011

**ONLY AUTHORIZED MEMBERS OF THE TRADE WILL BE ALLOWED ADMISSION.**

All participating companies are required to provide proper credentials if not already qualified. This form should only be completed by a primary contact.

**PLEASE FAX COMPLETED FORM TO: 218-740-7265**

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Direct Phone: \_\_\_\_\_

City: \_\_\_\_\_

Direct Email: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

**Only the following job titles qualify as a primary contact**

Web Address: \_\_\_\_\_

**Job Title (Select only One)**

Phone: \_\_\_\_\_

2162  President, Owner, Partner, CEO

Fax: \_\_\_\_\_

2220  Vice President, CFO

2150  Operations Manager/COO

2071  General/District/Regional Manager

Other \_\_\_\_\_

**Business Category (Select only One)**

- 1061  Franchised Powersports Dealer/Retailer
- 1091  Independent Powersports Dealer/Retailer
- 1190  Specialty Parts/Accessories Retailer
- 1191  Specialty Service/Installation
- 1132  Mass Merchandiser
- 1030  Custom Builder
- 1060  Fabricator
- 1130  Mail Order/Catalog Reseller
- 1151  Online/Internet Reseller
- 1090  Importer/International Buyer (non U.S. Based)
- 1230  Warehouse Distributor (US Importer)
- 1131  Manufacturer
- 1092  Independent Sales Rep
- 1133  Media
- 1010  Advertising/Marketing/PR Agency
- 1181  Race Teams/Tracks/Sanctioning Body
- 1011  Association/Events
- 1050  Exporter
- 1182  Related Trades

**# of Locations**

- A  1
- B  2
- C  3 - 4
- D  5 - 9
- E  10 +

**Annual Business Volume**

- A  \$499k or less
- B  \$500k - \$999k
- C  \$1m - \$1.9m
- D  \$2m - \$4.9m
- E  \$5m - \$9.9m
- G  \$10m - \$19.9m
- H  \$20m + \$49.9m
- I  \$50m +

**# of Employees**

- A  1 - 9 ppl
- B  10-19 ppl
- C  20 - 49 ppl
- D  50 - 99 ppl
- E  100 - 499 ppl
- F  500 + ppl

**Market Segments Served**

- 1010  American Big Twin
- 1011  ATV Sport
- 1012  ATV Utility
- 1040  Dirt Bike
- 1070  Go Kart
- 1130  Metric Big Twin
- 1191  Scooter/Moped
- 1193  Sportbike
- 1194  Streetbike/Touring
- 1195  Snowmobile
- 1210  UTV/SidexSide
- 1230  Watercraft

**Percentage of Annual revenue generated by Parts & Apparel**

- A  0%
- B  1% - 24%
- C  25% - 49%
- D  50% - 74%
- E  75% - 99%
- F  100%

**Other Products Sold**

- 1010  Automotive
- 1020  Boating
- 1060  Farming Equipment
- 1070  Generator
- 1071  Golf Carts
- 1080  Hunting/Fishing/Sporting Goods
- 1120  Lawn & Gardening
- 1150  Off-Road Vehicles (Non-Powersports)
- 1180  RV

**Specialty Segments Served**

- 1040  Drag
- 1041  Dual Sport
- 1050  Extreme
- 1130  Minibike

**Percentage of Annual revenue generated by Custom Parts**

- A  0%
- B  1% - 24%
- C  25% - 49%
- D  50% - 74%
- E  75% - 99%
- F  100%

**Sells Vehicles or Products for**

- 1010  American Iron Horse
- 1011  Aprilia
- 1012  Arctic Cat
- 1020  Big Dog
- 1021  BMW
- 1022  Bombardier
- 1023  Buell
- 1040  Ducati
- 1080  Harley-Davidson
- 1081  Honda
- 1110  Kawasaki
- 1111  KTM
- 1112  Kymco
- 1130  Moto Guzzi
- 1160  Polaris
- 1190  Suzuki
- 1200  Triumph
- 1220  Victory
- 1221  Vespa/Piaggio
- 1250  Yamaha
- Other \_\_\_\_\_

