



2024 PREFERRED VENDOR PROGRAM



01

Program Overview & Objectives

PROGRAM OVERVIEW

Our expertise and careful curation bring the best of self-care, amenities and practical comforts to our clients to transform spaces and amplify the guest experience.

The Arch Amenities Group Preferred Vendor Program:

- Researches and retains qualified preferred vendors who are committed to product excellence and outstanding service.
- Connects our on-site leaders to exclusive and exceptional products, services and talent through a dynamic digital catalog of curated brands.
- Provides our AAG client partners with comprehensive and guaranteed pricing structure and exclusive discounts.
- Provides innovative ways to promote and improve sales and service.
- Most importantly, the program is supported by thoughtfully designed, mutually beneficial marketing, programming, training and events.

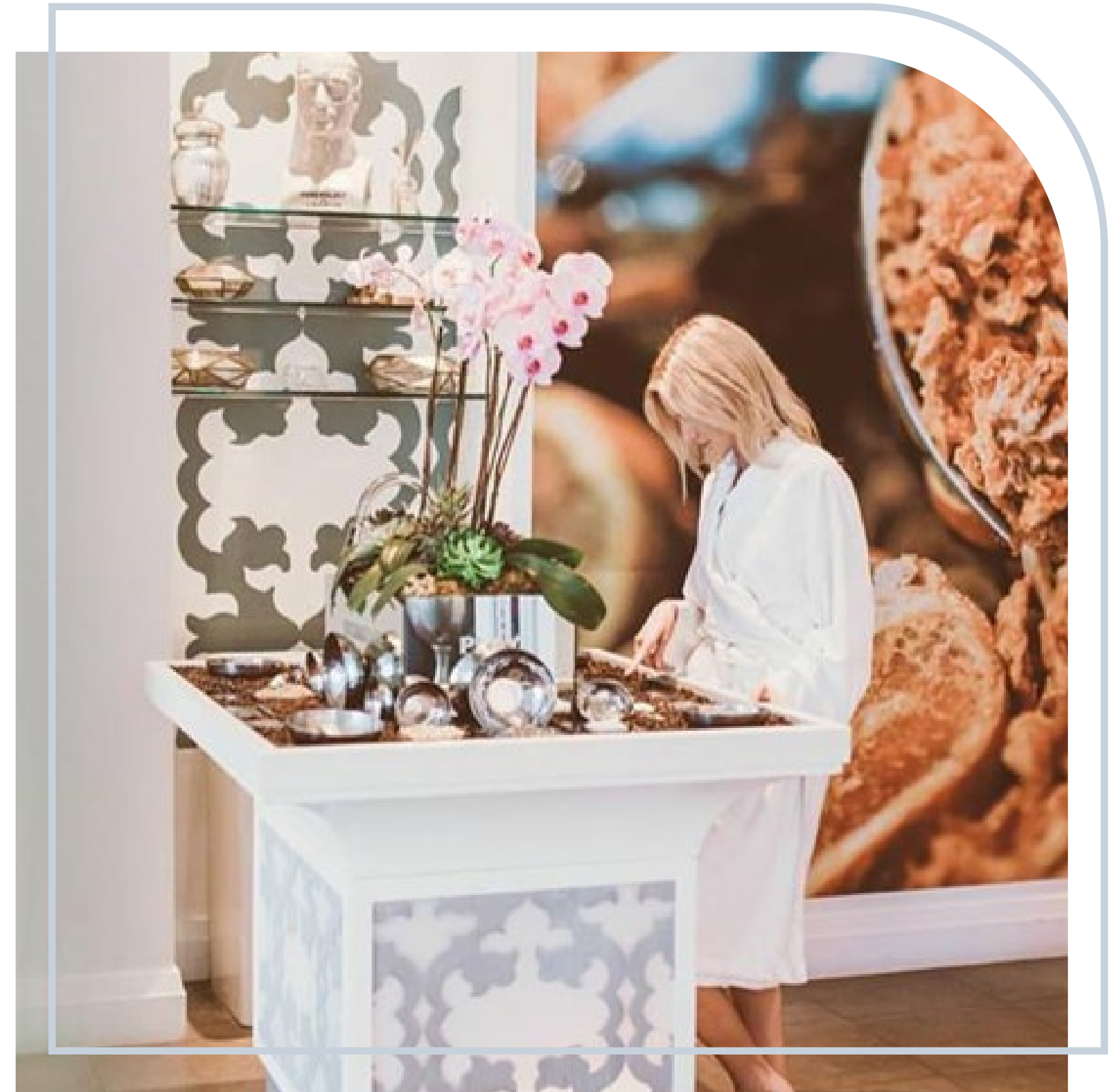


PROGRAM OBJECTIVE

Elevate our client relationships and the guest experience through exclusive access to our confidently curated products and partnerships.

Goals:

- Provide convenient access to new **sources of potential revenue**, all while **elevating the guest experience** in the spaces we serve.
- Work with vendor partners whose products and services have demonstrated a **proven track record of client satisfaction and care**.



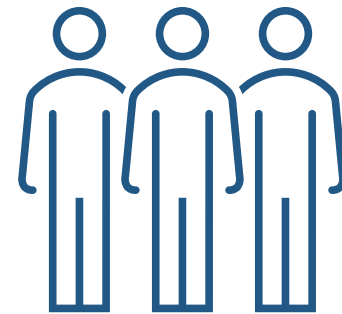
PROGRAM STAKEHOLDERS & BENEFITS

Our program offers elevated access to products and experiences that is easy to execute by our team members, drives incremental revenue for our client partners and further supports an outstanding guest experience.



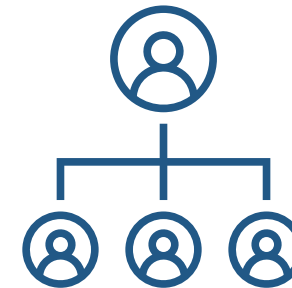
For Our Guests:

Guests experience the best of the best. These enhanced offerings are a **key driver of what motivates guests to return** to the spaces and places we activate and manage.



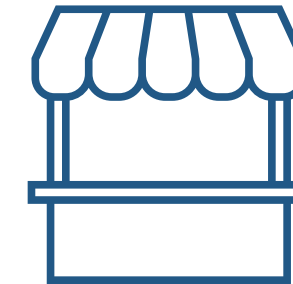
For Our Team Members:

We've made things easier by confidently curating a catalog of products and services that elevate the guest experience, allowing team members to focus on what matters most, taking care of our guests.



For Our Client Partners:

Our client partners have immediate access to a diverse list of suppliers who **offer enhanced purchasing power, quality products, competitive pricing and exclusive discounts that drive revenue.**



For Our Trusted Vendors:

For partners in the Program, **we elevate their status from simple vendors to true partners** with access to successful business units and a thoughtfully constructed program.

FOR OUR GUESTS

Exclusive access to experiences and products.

- Exposure and access to a selection of luxurious product and exceptional partners at home, work or on the road
- Drives repeat visits, loyalty and engagement
- Elevates the space and service overall
- Creates memorable experiences worth sharing



FOR OUR TEAM MEMBERS

A convenient and curated blueprint for success.

- Provides instant access to a curated catalog of products and services that to elevate the guest experience
- Alleviates the complex and time consuming practice of brainstorming ideas and events from scratch
- Set established, clear pricing and points of contact



FOR OUR TRUSTED VENDOR PARTNERS

Enjoy unparalleled access to the customers associated with the AAG portfolio and the spaces we proudly manage.

- Exposure to 300+ locations nationwide with tremendous buying power
- Priority placement in retail settings matching your offerings to an ideal customer base
- Increased exposure at exclusive AAG-led events, training and social functions and activations
- Effective and elegant marketing materials and templates developed exclusively for participants in the Arch Amenities Group Preferred Vendor Program



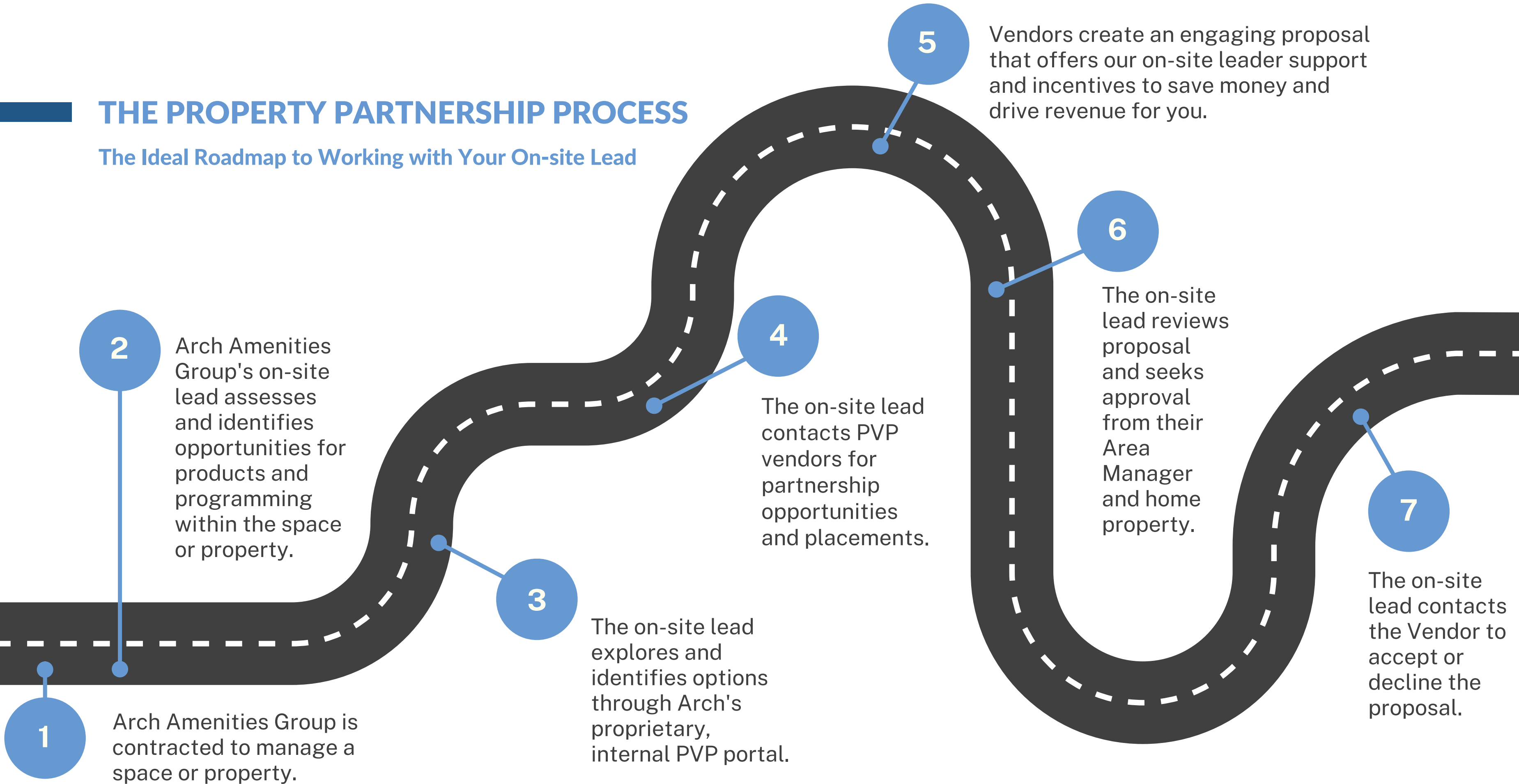


02

How It Works

THE PROPERTY PARTNERSHIP PROCESS

The Ideal Roadmap to Working with Your On-site Lead





03

Tiers & Badging System

PREFERRED VENDOR PROGRAM BADGING SYSTEM

A special badging system has been developed to designate each vendor and their participation in the program. Reminiscent of a "seal of approval," the badge denotes the highest commitment to product and service excellence. The badges can be used on signage, e-mail signatures, and collateral.



2024 ARCH AMENITIES GROUP TIERS

| BENEFITS | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|--|---------|----------|------|--------|--------|
| Preferred Vendor Logo / Badging System | ● | ● | ● | ● | ● |
| Dedicated Air Intranet Folder | ● | ● | ● | ● | ● |
| Wellness Programming Catalog | ● | ● | ● | ● | ● |
| Lifestyle & Fashion Catalog | ● | ● | ● | ● | ● |
| Wellness & Technology Catalog | ● | ● | ● | ● | ● |
| Preferred Vendor Catalog | ● | ● | ● | ● | ● |
| Arch Amenities Group Website Presence | ● | ● | ● | ● | ● |
| Arch Amenities Group Property List | ● | ● | ● | ● | ● |
| Passport, Directory, Map, and Website Inclusion for ISPA and Inaugural Arch Amenities Group Corporate Conference | ● | ● | ● | ● | ● |
| Group Email Promotion (1 Guaranteed Inclusion) | ● | ● | ● | ● | ● |
| 2024 Inaugural Arch Amenities Group Corporate Conference Guaranteed Expo Space | ● | ● | ● | ● | ● |
| 2024 Inaugural Arch Amenities Group Corporate Conference Headliner | ● | ● | ● | ● | ● |
| Co-Branded ISPA Bag (50) - 1st Platinum Member | ● | ● | ● | ● | ● |
| Co-Branded Inaugural Arch Amenities Group Corporate Conference Bag (400) - 1st Diamond Member | ● | ● | ● | ● | ● |
| Preferential Placement When Possible | ● | ● | ● | ● | ● |

Continued on page 14 >

2024 ARCH AMENITIES GROUP TIERS (CONTINUED)

CREDITS TOWARDS EVENTS AND ENGAGEMENTS

| | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | |
|--|--------------|----------|----------|----------|----------|---------|
| 2024 Inaugural Arch Amenities Group Conference Package: Includes Tickets, Accommodations, and Conference Meals | 3 | 2 | 1 | 1 | — | |
| Arch Amenities Group Spa Event Sponsorship: Empowering 20 Attendees, including Arch and Vendor Representatives | 10 | 5 | 2 | 1 | — | |
| All Spa Call (12 Annually) | 1 | 1 | — | — | — | |
| Corporate Spa Call (50 Annually) | 1 | 1 | — | — | — | |
| Dedicated Vendor Spotlight Email Promotion | 1 | 1 | — | — | — | |
| Guaranteed Social Media Posts: LinkedIn, Instagram, Facebook | 3 | 2 | 1 | — | — | |
| | PRICE | \$30,000 | \$20,000 | \$15,000 | \$10,000 | \$3,000 |

EVENT SPONSORSHIP

In addition to the Preferred Vendor Program, vendors can choose to sponsor premiere event opportunities.

Event Sponsorship May Include:

- In-person event attendance
- Sponsorship of food or beverage
- Branding/logo opportunities
- Product and swag offerings

Representative Events:

- ISPA
- Arch Amenities Group Conference
- Senior Leadership Team Meetings
- Corporate Spa Meetings
- Area & Regional Managers Meetings
- Industry Event Meals & Social Receptions





04

Marketing & Training

MARKETING OVERVIEW

Our thoughtfully designed, mutually beneficial marketing and training materials support and amplify our partnership.

The following digital assets and collateral* have been designed exclusively to support the Arch Amenities Group Preferred Vendor Program:

- AAG Preferred Vendor E-Catalog
- Lifestyles Retail Catalog
- High Tech Catalog
- Programming Catalog
- Full Page Product/Service Overview
- Email Templates
- Social Media Templates
- Full Page Lifestyle Ambassador Profiles
- Inclusion in Trends Reports and Monthly E-Newsletters
- Training, Events & Promotional Materials
- ISPA and Arch Corporate Event "Passport"

**Access to certain marketing collateral and platforms is dependent on the level of PVP involvement.*



Circadia's Pumpkin Perfecting Mask with Bakuchiol

FORMULATED TO DELIVER POWERFUL ANTIOXIDANT PROTECTION WHILE BOOSTING COLLAGEN, SIMILAR TO RETINOL WITHOUT SENSITIVITY. THIS MASK IS DESIGNED FOR ALL SKIN TYPES AND DEFENDS AGAINST INFLAMMATORY STRESS.

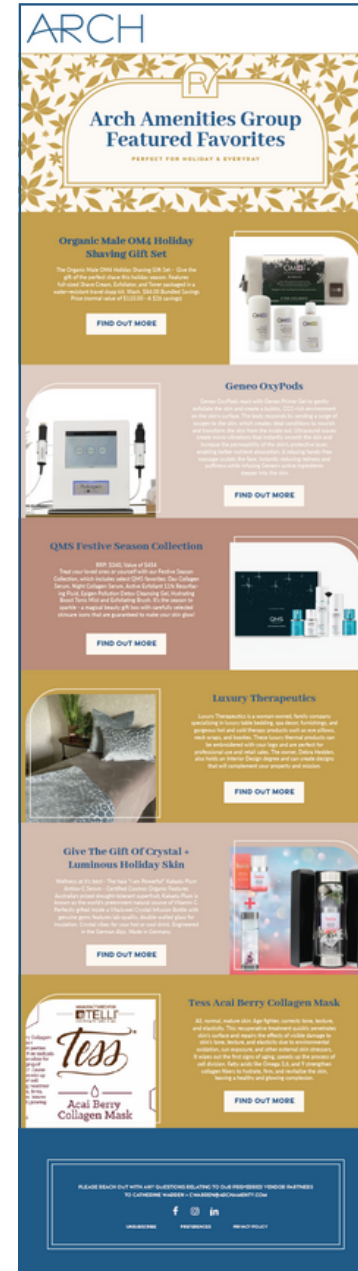


MARKETING TEMPLATE EXAMPLES

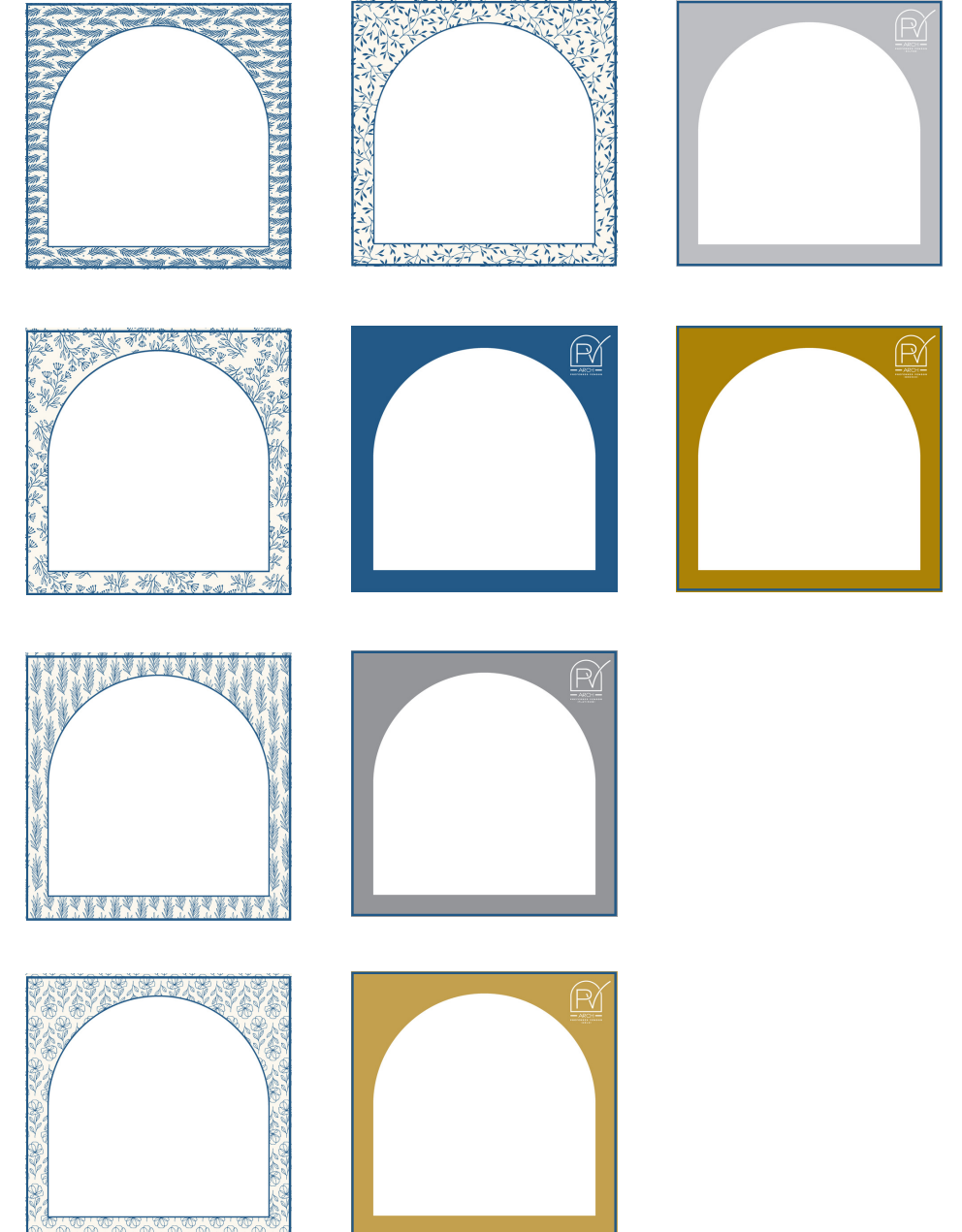
Dedicated Advertorial E-mail (Distributed Electronically)



Monthly Group Newsletter (Distributed Electronically)



Social Media Templates (Frames for Vendor Features)





05

Getting Started

VENDOR CHECKLIST

Steps to Success

- **Contact Us**

All interested in the Preferred Vendor Program should please email cwarren@archamenity.com

- **Share Your Profile**

Please provide a company profile that includes, but is not limited, boilerplate, organizational overview, organizational chart or key contacts (and their respective location). Please also provide home office address and any distribution center locations, number of years in business, historic fill rates and overall annual sales figures for the last three years.

- **References, Endorsements, and Testimonials**

Please be prepared to provide a verbal or written endorsement from an existing client. These can include other Arch Amenities Group managed properties/sites.

- **Good, Better, Best**

Please provide a good, better, best sample of an opening order, including item, description, cost, and SRP. In some instances, this aligns with the number of treatment rooms, esthetic rooms, manicure stations, pedicure thrones, hair stations, etc.

- **Marketing Plan and Strategy**

Please provide a strategic overview to best assist us in matching your products and services to our properties and spaces. This should include a comprehensive 2023 Monthly Product Marketing plan applicable to all Arch Amenities Group properties.



Thank you.

