



## There's No Disguising It - We Need Your Help To Fight Counterfeit Parts.

The NEDA Industry Advocacy Campaign delivers the message that electronic component users and buyers can't go wrong dealing with Supplier Authorized Distributors. The renewed campaign will feature a significant online presence every month to grab the attention of your prospective customers.

### The Message

The threat of counterfeit product is a significant industry issue. With more sophisticated technology comes even more advanced imitations. Depending on the type of component, counterfeits now comprise somewhere between 5% and 25% of all available parts. Counterfeit electronic components cost industry as much as \$100 billion per year. The estimated average cost to replace just one counterfeit part in one product after it ships is \$2500.

### The Pitch

"What's a thousand dollars? Mere chicken feed. A poultry matter." *Groucho Marx*

Compared to the problem of counterfeit components, that's true. Your customers need to know that their safest choice for sourcing parts is the Supplier Authorized Distributor. Help us tell them. Don't be a chicken. It's time to pony up.

Bronze	\$1,000	Sponsor name listed on advocacy mini-site with click through to company Web page
Silver	\$5,000	Sponsor logo on advocacy mini-site with click through to company Web page
Gold	\$10,000+	Logo on advocacy mini-site with click through to company web page plus a separate company mini-page on the NEDA site.

There will also be acknowledgement of your support in the *NEDA Voice* newsletter. And sure - we'll throw in a pair of Groucho glasses with every contribution!

### The Reward

We need distributors and manufacturers to support this campaign. The return on investment will be an industry-wide marketing campaign aimed at increasing awareness of the important value of authorized distribution and the perils of buying from unauthorized sources. The value will continue to grow as companies use the campaign logo in their own advertising and online presence.

A very smart buy considering today's business climate. And that's no joke.

**Join today** – *click here to enroll.*

**Are counterfeit components hiding in plain sight?**

You bet your life, and maybe others', too. Faulty, fake components that often pass initial tests are boldly making their way into consumer products, medical products, even military products, threatening lives and livelihoods every day.

Supplier Authorized Distributors reduce the risk, delivering genuine parts from legitimate suppliers, with screening, traceability and warranty support you can trust. And they're easy to spot. Just look for the Supplier Authorized Distributor logo.

**NEDA Supplier Authorized Distributor**

For a list of Supplier Authorized Distributors, visit the National Electronic Distributors Association. [www.nedassoc.org](http://www.nedassoc.org)



**National Electronics Distributors Association**

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