



Purolator & DIAC Alliance Partner Program

January 2015



Purolator & the Dental Industry Association of Canada (DIAC)

The Business Opportunity:

- Leverage Purolator's leading brand to attract new members and provide additional benefits to existing DIAC members;
- Specifically target new opportunities within the Lab market segment to drive membership. These small to mid-sized businesses often struggle to reduce shipping expenditures;
- Utilize the Purolator brand to begin to build a complete directly managed affinity program.

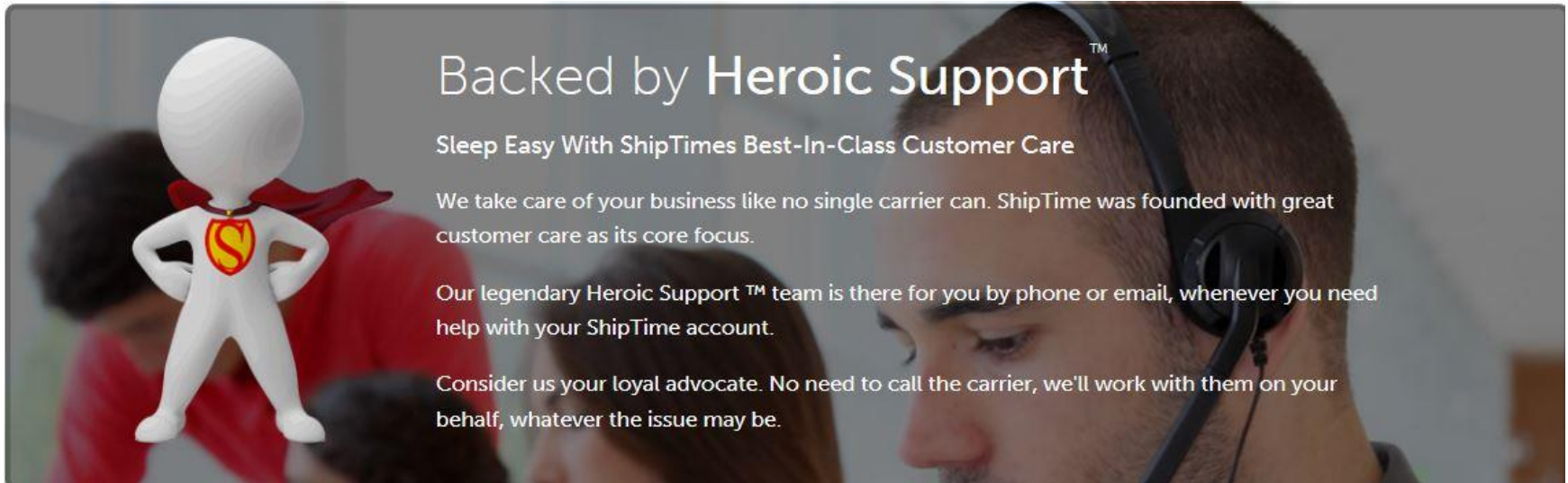
Purolator & the Dental Industry Association of Canada (DIAC)

The Value to the DIAC Member:

- Purolator will provide a 25% discount on all its courier services for all active members of DIAC;
- A co-branded DIAC/Purolator online shipping platform will be developed to simplify the onboarding
- Advanced member care through the ShipTime Service Team
- No need to open an account with Purolator and request affiliation, the discount is active upon registration with ShipTime

Purolator & the Dental Industry Association of Canada (DIAC)

ShipTime Member Advantages



Backed by Heroic Support™

Sleep Easy With ShipTimes Best-In-Class Customer Care

We take care of your business like no single carrier can. ShipTime was founded with great customer care as its core focus.

Our legendary Heroic Support™ team is there for you by phone or email, whenever you need help with your ShipTime account.

Consider us your loyal advocate. No need to call the carrier, we'll work with them on your behalf, whatever the issue may be.

Purolator & the Dental Industry Association of Canada (DIAC)

The DIAC Shipping Platform:

The screenshot shows the Purolator website homepage. At the top, there are logos for Purolator (Powered by ShipTime) and DIAC (Dental Industry Association of Canada). A navigation bar includes links for 'Sign Up Free' and 'Login'. The main content area features a blue banner with the text 'Ship Smarter.' and three bullet points: 'Save Time: Ship packages and envelopes in one minute flat.', 'Save Money: DIAC members save on Purolator rates!', and 'Sleep Easy: ShipTime's Member Support Team will never let you down.' Below this is a 'Create a Free Account' button and a form to 'Enter Your Email' with a 'Sign Up' button. A section titled 'Ship Packages and Envelopes in One Minute Flat.' includes a testimonial and a process flow diagram with four steps: 1. Ship from, 2. Compare Rates, 3. Pickup/Dropoff, and 4. Print Your Label. Each step is accompanied by a small screenshot of the corresponding interface element.

The screenshot displays the Purolator shipping platform interface. At the top, there are logos for Purolator (Powered by ShipTime) and DIAC. A navigation bar includes links for 'QUOTE & SHIP', 'HISTORY & TRACKING', 'ADDRESS BOOK', 'INVOICES', 'MY ACCOUNT', and 'SUPPORT'. The main content area is divided into four steps: 1. Shipment Details, 2. Compare Rates, 3. Confirm & Complete, and 4. Print Shipping Labels. The 'Shipment Details' section includes a 'Welcome!' message and a 'Ship From' section with fields for Country (Canada), Postal (M9K 1L7), Province (Ontario), and City (Toronto). There are also checkboxes for 'Residential' and 'Signature Required'. The 'Ship To' section has similar fields. Below this is a 'What Are You Shipping?' section with a table for adding packages. The table has columns for Package Type, Dimensions (Inches), Wt (lbs), Declared Value, Description, and Quantity. A 'Get Rates' button is located at the bottom right of the interface.



If you have questions, please
contact tim.hick@purolator.com

Thank you!