

**Member Company Participation Questionnaire
2006 UPDATE
FAX TO AHFA – 336/884-5303**

Company: _____

Contact person at your company to answer questions related to AHFA’s website (*please include name, telephone and e-mail address*): _____

Would you like your company name and website to be included in the AHFA consumer website’s searchable manufacturers database (SMD)? (If not, there is no need to continue with the remainder of this survey.)

- Yes
- No

Name of company (or brand) as you want it to appear on www.findyourfurniture.com and SMD:

What is the URL for your company’s website? (include .com, .org, .net)

PART A: INDOOR FURNITURE

1) **ROOM** (*Check all that apply.*)

- Children’s room
- Bedroom
- Formal dining room
- Casual dining area/kitchen
- Family room or den
- Formal living room
- Home office
- Home theater/media room

2) **PRICE** *Please check ALL categories that describe your product price range.*

- Budget
- Moderate
- Moderate to Upper Range
- Upper Range
- Luxury

PLEASE NOTE: To help establish some consistency in the way prices are described, please review the price breakdowns listed below and use these as a benchmark for describing your company’s pricing. These price breakdowns will be listed on the website as guidelines for consumers. There will not be a benchmark for EACH product category. Rather, consumers will be urged to consider these two examples before checking a specific price category for their search.

For a sofa purchase:	For a formal dining room table & 4 chairs:
Budget = \$500 or less	Budget = \$999 or less
Moderate = \$500 - \$999	Moderate = \$1,000 to \$1,999
Moderate to Upper Range = \$1,000 - \$1,999	Moderate to Upper Range = \$2,000 to \$4,000
Upper Range = \$2,000 - \$4,000	Upper Range = \$4,000 - \$6,000
Luxury = Over \$4,000	Luxury = Over \$6,000

3) **STYLE CATEGORIES**

Please check ALL furniture styles that describe your product(s):

- Casual** (including cottage, Shaker, Mission/Craftsman, rustic/Southwest)
- Country** (including American and European country)
- Traditional** (including both 18th century styles – such as Queen Anne, Georgian, Chippendale, Hepplewhite Sheraton, French Regency and Louis XV – as well as and 19th century styles – such as English Regency, Victorian, Federal and Biedermeier – and Mediterranean)
- Contemporary** (including Art Deco, Classic Modern, Scandinavian Modern)
- Eclectic** (Anything that doesn't fit into the above categories. Examples might include Asian/Oriental, mixed materials or traditional designs in contemporary materials)

4) **PRODUCT CATEGORIES**

Please check ALL product categories your company offers:

- | | |
|--|---|
| <input type="checkbox"/> Accent or occasional chairs | <input type="checkbox"/> Game tables |
| <input type="checkbox"/> American-made furniture | <input type="checkbox"/> “Green” or eco-friendly furniture |
| <input type="checkbox"/> Antique reproductions | <input type="checkbox"/> Handpainted/painted furniture |
| <input type="checkbox"/> Armoires | <input type="checkbox"/> Home theater furniture |
| <input type="checkbox"/> Artificial florals/botanicals | <input type="checkbox"/> Lamps/ lighting |
| <input type="checkbox"/> Assisted living furniture | <input type="checkbox"/> Leather upholstery |
| <input type="checkbox"/> Baby's room furniture | <input type="checkbox"/> Loveseats |
| <input type="checkbox"/> Baker's racks | <input type="checkbox"/> Mirrors |
| <input type="checkbox"/> Bars | <input type="checkbox"/> Motion upholstery |
| <input type="checkbox"/> Bar stools | <input type="checkbox"/> Plasma TV consoles |
| <input type="checkbox"/> Beds – Bunk | <input type="checkbox"/> Rattan/wicker furniture |
| <input type="checkbox"/> Beds – Children's | <input type="checkbox"/> Recliners |
| <input type="checkbox"/> Beds – Daybed | <input type="checkbox"/> Rocking chairs/gliders |
| <input type="checkbox"/> Beds – Infant (cribs) | <input type="checkbox"/> Rugs |
| <input type="checkbox"/> Beds – Metal | <input type="checkbox"/> Secretaries |
| <input type="checkbox"/> Beds – Poster | <input type="checkbox"/> Self-assembly furniture/ready-to-assemble furniture |
| <input type="checkbox"/> Beds – Sleigh | <input type="checkbox"/> Sink cabinets |
| <input type="checkbox"/> Beds – Platform | <input type="checkbox"/> Sofa-sleepers/sofa beds |
| <input type="checkbox"/> Bookcases | <input type="checkbox"/> Sofas/couches |
| <input type="checkbox"/> Clocks | <input type="checkbox"/> Textiles (decorative pillows, throws & other textiles) |
| <input type="checkbox"/> Cocktail, sofa and end tables | <input type="checkbox"/> TV stands |
| <input type="checkbox"/> Computer desk | <input type="checkbox"/> Wall art |
| <input type="checkbox"/> Computer armoire | <input type="checkbox"/> Wall units for electronics |
| <input type="checkbox"/> Craft/hobby armoire | <input type="checkbox"/> Wall units for storage/library |
| <input type="checkbox"/> Curio cabinets | <input type="checkbox"/> Wine cabinets, racks, tables, armoires |
| <input type="checkbox"/> Decorative accessories | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Desks | |
| <input type="checkbox"/> Dinette/casual dining furniture | |
| <input type="checkbox"/> Dining Tables | |
| <input type="checkbox"/> Dining Chairs | |
| <input type="checkbox"/> Entertainment centers | |
| <input type="checkbox"/> Futon furniture | |

PART B: OUTDOOR FURNITURE

1) **MATERIAL** *Please check all that apply.*

- Aluminum (including cast, tubular and wrought)
- Iron
- Wicker (including all *natural* woven materials, among them reed, cane, rush, willow, etc.)
- All-Weather Wicker (including all weather-resistant, synthetic woven materials)
- Wood (including cedar, oak, pine, redwood, teak and others)
- Marble or stone
- Resin (molded, stacking and folding)

2) **PRODUCT CATEGORIES** *Please check all that apply.*

- | | |
|---|---|
| <input type="checkbox"/> Baker’s racks, buffets | <input type="checkbox"/> Gliders |
| <input type="checkbox"/> Bars, bar stools | <input type="checkbox"/> Hammocks, hanging chairs |
| <input type="checkbox"/> Beach chairs | <input type="checkbox"/> Outdoor lamps, lighting |
| <input type="checkbox"/> Benches | <input type="checkbox"/> Plant stands |
| <input type="checkbox"/> Cabanas, gazebos | <input type="checkbox"/> Rockers |
| <input type="checkbox"/> Chaise lounges | <input type="checkbox"/> Rugs |
| <input type="checkbox"/> Cushions/ decorative pillows | <input type="checkbox"/> Serving carts |
| <input type="checkbox"/> Dining chairs and tables | <input type="checkbox"/> Storage |
| <input type="checkbox"/> Director’s chairs | <input type="checkbox"/> Swings |
| <input type="checkbox"/> Folding/stacking furniture | <input type="checkbox"/> Umbrellas |
| <input type="checkbox"/> Firepits | <input type="checkbox"/> Wall décor, outdoor |

3) **PRICE** *Please check the categories that best describe your product price range. The parameters below will be offered to consumers to help them determine their price range.*

- Budget
- Moderate
- Moderate to Upper Range
- Upper Range
- Luxury

For a dining table & 4 chairs OR a 4-piece seating group (loveseat, chair, coffee table and end table)		
Budget	=	Under \$500
Moderate	=	\$500 - \$999
Moderate to Upper Range	=	\$1,000 - \$1,999
Upper Range	=	\$2,000 - \$2,999
Luxury	=	Over \$3,000

Upon completion, please fax this entire form to Jackie Hirschhaut at 336/884-5303.

Thank you for your participation.