

2010 SMACNA Associate Member Program

JOIN TODAY!

Get the most for your dollars...

SIGN UP NOW!



For more information, contact:

Sheet Metal and Air Conditioning Contractors' National Association

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2010

SMACNA ASSOCIATE MEMBER PROGRAM

Enjoy The Inside Track To SMACNA
Members And More Benefits In 2010

Your Opportunity To Reach a Powerful Market
Is Here...The SMACNA Contractor.

Associate membership in SMACNA enables you to reach the true decision-makers and industry leaders in the HVAC Industry.

Representing the commercial, industrial, residential, institutional, architectural, and service markets, SMACNA contractors spend hundreds of thousands of dollars annually for products and services including:

- Air Filters
- Architectural Metal Supplies
- Automotive – Trucks, Cars
- Business – BIM, CADD, CAM
- Communication Equipment
- Computer Hardware & Software
- Cutting Machines
- Dampers, Fire & Smoke
- Duct Manufacturing Lines
- Duplicating Equipment
- GPS Equipment
- Hand Tools
- Mail Processing Equipment
- Material Handling Equipment
- Press Brakes
- Safety Equipment
- Spiral Duct & Fittings
- Spiral Duct Equipment
- Tapes & Adhesives
- Testing & Balancing Equipment
- ... and much, much more.

2010 SMACNA ASSOCIATE MEMBER PROGRAM

Become an Associate Member and form a true alliance with SMACNA Contractors...your new business partners.

PROGRAM AND FEE STRUCTURE

The 2010 Associate Member Program is structured into six classifications – Platinum, Gold, Silver, Bronze, Interim, and Special. Each classification includes a benefits package that provides a variety of marketing, public relations, branding, and networking opportunities based on a desired level of participation. All members receive 15 “core benefits” and the rewards grow from there.

The fee structure is based on the selected classification benefits package. Therefore, the increased level of networking and marketing opportunities are attached to the increased membership fee.

Note while most networking options are “automatic,” others require the associate member to initiate the option (e.g., purchase additional Product Show booth space).

ASSOCIATE MEMBER ELIGIBILITY

Associate membership is available to any person, firm, or corporation engaged in selling products or services to SMACNA and/or the SMACNA Contractor membership. Associate membership is offered to those individuals and organizations interested in promoting the objectives and goals of the industry.

ASSOCIATE MEMBER CLASSIFICATIONS

Platinum\$20,000 annual fee
Gold\$15,000 annual fee
Silver\$7,500 annual fee
Bronze\$3,000 annual fee
Interim (one year only)\$2,000 annual fee
Special*\$1,500 annual fee

(*Canadian firms doing business only in Canada)

15 CORE BENEFITS AVAILABLE TO ALL ASSOCIATE MEMBER CLASSIFICATIONS:

- Recognized as a SMACNA Supporter. [Value \$500]
- Added To SMACNA general membership mailing list. (SMACNA communications)[Value \$750]
- Authorized use of the SMACNA logo. Logo will identify classification. [Value \$750]
- Convention registration at contractor member rate. [Value \$720]
- Copy of convention attendee list [hard copy or electronic]. [Value \$500]

- Recognized via signage at SMACNA Convention. [Value \$250]
- Eligible for discount ad in the Convention Daily. [Value varies by level of participation]
- Eligible to purchase SMACNA publications at Contractor member price. [Monetary value varies. Dependent upon cost of selected publications.]
- If exhibiting in the SMACNA Product Show, can purchase additional booth space at contractor member price of \$2,800 per 10 x 10 space. [Value \$1,000 per space]
- If exhibiting, recognized as Exhibitor in SMACNews and Convention Daily. [Value \$250]
- SMACNA Web site listing. [Value \$300 without logo hyperlink; \$500 with logo hyperlink (Logo hyperlink included in Platinum, Gold and Silver levels)]
- If exhibiting in the SMACNA Product Show, four complimentary badges for the show; two more additional for each additional booth space. [Important because badges provide access to Product Show]
- Associate member and members of their immediate families are eligible to apply for the SMACNA College of Fellows Scholarships. [Value \$3,000 per year/\$12,000 for 4 years]
- Listing in the SMACNA Membership Directory. [Value \$300]
- Gratis copy of SMACNA Membership Directory. [Value \$260]

Associate member classifications receive additional and exclusive benefits as listed in the following classification descriptions.

PLATINUM ASSOCIATE MEMBER BENEFITS

(In addition to the Gold, Silver, and Bronze Level Benefits)

- Eligible for a hospitality suite or room at the SMACNA Convention upon request regardless of participation in the Product Show. Hospitality suites and rooms to be awarded on a priority basis and availability; first priority to the contractor members then Platinum Associate Members, followed by exhibitors. [Value \$2,000]
- Eligible for **12** monthly electronic inserts in the SMACNA Products and Services Update e-newsletter. [Value \$1,000 per insert]
- Exclusive eligibility to have company promotional material inserted in convention attendees’ Convention packets. [Value \$2,500] (Cost of materials to Associate Member)
- Exclusive Product Show booth location priority with

- SMACNA contractor members receiving the first priority. [Value \$500]
- If exhibiting in the SMACNA Product Show, eligible for eight complimentary show badges for initial booth space and four additional badges for each additional space. [Value \$1,000]
- Exclusive opportunity for Platinum Associate Members to schedule Executive Exchange meeting in conjunction with the Large Contractors Meeting [when scheduled]. [Value \$1,000]
- Exclusive recognition at Meet & Greet Reception at SMACNA Convention. [Value \$1,000]
- Exclusive opportunity for Platinum Associate Members [primary contact and spouse only] to attend the SMACNA Executive Committee VIP dinner held one evening during the Convention. [Value \$1,000]
- Invited to attend Executive Committee Lunch at convention, if scheduled.
- Eligible for liberal membership payment options.
 - a. 10% reduction in membership fee if paid prior to January of the membership year.....\$18,000
 - b. 100% if paid in January of the membership year.....\$20,000
 - c. Quarterly payment schedule. Contact SMACNA for this option.

GOLD ASSOCIATE MEMBER BENEFITS

(In addition to the Silver and Bronze Level Benefits)

- Video recognition at Opening Session and President’s Luncheon at SMACNA Convention. [Value \$750]
- Exclusive President’s Lunch recognition. [Value \$750]
- Eligible for **eight** monthly electronic inserts in the SMACNA Products and Services Update e-newsletter. [Value \$1,000 per insert]
- Identified as a sponsor of a golf hole at the College of Fellows Golf Outing. [Value \$250]
- If exhibiting in the SMACNA Product Show, eligible for a hospitality suite or room at the SMACNA Convention upon request and availability. Hospitality suites and rooms to be awarded on a priority basis; first priority to the contractor members, then Platinum and Gold Associate Members, followed by exhibitors. [Value \$2,000]
- Eligible for membership payment options:
 - a. 10% reduction in membership fee if paid prior to January of the membership year.....\$13,500
 - b. 100% if paid in January of the membership year.....\$15,000
 - c. Quarterly payment schedule. Contact SMACNA for this option.

SILVER ASSOCIATE MEMBER BENEFITS

(In addition to the Bronze Level Benefits)

- Eligible for one gratis 10 x 10 booth space at the SMACNA Product Show. (Must submit Product Show registration form.) [Value \$3,000]

- One set of printed address labels of convention attendees [Value \$500]
- Eligible for **four** monthly electronic inserts in the SMACNA Products and Services Update e-newsletter. [Value \$1,000 per insert]
- Recognized on the SMACNA Web site with company profile and a company logo hyperlink back to the Associate’s Web site. [Value \$500]

BRONZE ASSOCIATE MEMBER BENEFITS

(In Addition to the 15 Basic Benefits)

- Eligible for gratis copies of SMACNA technical and business publications upon initial release and major revisions, upon request by associate. [Monetary value varies. Dependent upon cost of selected publications.]
- Eligible for discounted advertising rate in the SMACNA Membership Directory, SMACNA Products and Services Guide, and Convention Daily. [Value varies per level of participation]
- Eligible for **one** electronic insert in the SMACNA Products and Services Update e-newsletter. [Value \$1,000 per insert]
- Recognition in a SMACNA press release to the media. [Value \$300]
- Name and logo in Convention Daily, SMACNews, and Convention Program. [Value \$250]
- Eligible to submit educational program options for the SMACNA Speakers Bureau and Convention Educational Opportunities. [Value \$1,000 each]
- Exclusive authority at their own cost to supply convention attendees with amenities, such as bags, lanyards, caps, etc. [Value varies]

INTERIM ASSOCIATE MEMBER BENEFITS

(This is a one-time trial membership and is not renewable)

- Receive the 15 robust SMACNA core benefits and enhance your company’s reputation throughout the industry.

SPECIAL ASSOCIATE MEMBER BENEFITS

(Only available to Canadian suppliers whose business is conducted with Canadian customers.)

- SMACNA Associate Member Program delivers 15 core benefits designed to build corporate brand and generate customer loyalty.

Contributions or gifts to this organization (Sheet Metal and Air Conditioning Contractors’ National Association, Inc.) are not deductible as charitable contributions for federal income tax purposes. Sheet Metal and Air Conditioning Contractors’ National Association, Inc. contributions, dues and membership fees are deductible by members for federal income tax purposes as ordinary and necessary business expenses within the limitations of the Internal Revenue Code.