

10 Magnificent Motivators for Masterful Manufacturers to Join the ICFA



LEVERAGE EXTENSIVE MEDIA ACCESS

- ICFA is your world-class public relations agency, with the clout and credibility to place industry content in multi-channel media outlets read by millions
- We'll broadcast your company news

about products, hires, awards and activities across our print and online platforms

- Share your opinion on trending issues and build your exposure as we facilitate interviews, blogs or video

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GAIN INSIDER INSIGHTS FROM INDUSTRY NEWS ACCESS

• Dual membership in the American Home Furnishings Alliance supports an influential lobbying effort that ensures we have a voice on key legislative and regulatory issues

- Receive a free subscription to *The Furniture Executive*, the AHFA's monthly newsletter featuring updates on industry news, lobbying challenges and successes, and more



3 REALIZE SIGNIFICANT SAVINGS AS A RETURN ON YOUR MEMBERSHIP INVESTMENT

- Receive a deep discount on showroom space at Casual Market Atlanta, the industry's largest and most influential market

- Benefit from special pricing programs negotiated with a variety of service providers, including credit card processors and more

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BRAND YOURSELF AND YOUR COMPANY AS INDUSTRY ADVOCATES

• Own and represent the power of industry pride, support and innovation by leveraging the ICFA logo through showroom decals, inclusion on marketing communications and involvement in co-branding opportunities



5 SHARPEN COMMUNICATIONS AND BUSINESS SKILLS AT THE ANNUAL EDUCATION CONFERENCE

- Internationally recognized speakers provide actionable advice to help grow your business and overcome challenges

• Meet and engage with current as well as potential retail customers during three days of seminars, break-out sessions and roundtable discussions

- Enjoy relaxing after-hours parties and networking events against the backdrop of a beautiful destination venue that changes every year

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COMMUNE WITH THE COMPETITION

- Benefit from a neutral and nurturing environment for sharing the challenges, insights, solutions and successes that transcend competitive concerns with your peers



7 POSITION YOURSELF AND YOUR COMPANY AS INDUSTRY LEADERS AND INFLUENCERS

- Promote industry objectives and expand your personal exposure through leadership positions within the Association

• Become a powerful advocate for your membership category as one of several manufacturers on the Board of Directors

- Accomplish the specific objectives of the manufacturing and supplier sector through active participation in working groups

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CONNECT WITH RETAILERS IN REALTIME

• Meetings, conferences and industry events provide an organic opportunity for face-to-face networking plus development of long-lasting relationships

- Events are a convenient time to schedule meetings with retail customers and reps to identify and resolve issues through personal contact



9 BUILD BRAND EXPOSURE THROUGH SPONSORSHIP OPPORTUNITIES

- Target your most valued audiences by sponsoring events, programs and initiatives that position your company as a leader, innovator and generous proponent of industry interests

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EARN INTERNATIONAL RECOGNITION THROUGH ANNUAL AWARDS PROGRAM

- Boost your company's worldwide reputation for product innovation and style by winning

the prestigious Design Excellence Award

- Receive the highest accolade in the outdoor industry as Manufacturer of the Year

- Experience legacy acknowledgment as a winner of the Lifetime Achievement Award

WANT MORE REASONS TO JOIN THE ICFA? Ask one of the 100+ leading manufacturers about their return on investment in their membership to our dynamic organization of industry professionals. For more information, visit www.icfanet.org/member/register or contact Jackie Hirschhaut at Jackie@ICFAnet.org or 336/881-1016.