

GMA ASSOCIATE MEMBERSHIP

A man in a dark suit and tie is standing in front of a whiteboard. He is holding a black marker and has just finished writing the word 'Innovation' in large, white, cursive letters. The word is the central focus of the image. Surrounding the word are various other words written in the same white, cursive font, including 'experiment', 'creativity', 'inspiration', 'science', 'alteration', 'analysis', 'idea', 'research', 'development', 'technology', 'concept', 'invention', 'decision', 'prototype', and 'change'. The background is a blurred image of the man's face and upper body.

experiment creativity
inspiration
science alteration analysis
idea **Innovation**
research development technology
concept invention
decision prototype change

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GROCERY MANUFACTURERS ASSOCIATION

1350 I Street, NW :: Suite 300 :: Washington, DC 20005 :: ph 202-639-5900 :: fx 202-639-5932

www.GMAonline.org :: www.FactsAboutGMOs.org :: www.FactsUpFront.org

www.facebook.com/GroceryManufacturersAssociation :: www.gmaonline.org/blog :: @GroceryMakers

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GMA ASSOCIATE MEMBERSHIP

Associate Membership. Your Best Investment Option.

What GMA Can Do For You.

GMA has developed an ambitious set of issue priorities that drive the efforts of its internal practice areas. These areas of focus reflect the most preeminent issues facing the food, beverage and consumer products industry today. As an industry solutions provider, this is your opportunity to address the issues that matter most to your customers.

Associate Membership in the Grocery Manufacturers Association is open to companies that supply services and solutions to the food, beverage and consumer products industry by providing one or more of the following products and/or services:

- Strategy & Consulting
- Finance & Audit
- Manufacturing & Processing Equipment
- Marketing & Advertising
- Technology
- Logistics
- Scientific Equipment & Materials
- Other Services

ACCESS

At no other association will you find the breadth and depth of senior executives from the world's leading and up-and-coming CPG companies engaged in meaningful ways. Council meetings, committee meetings and a myriad of targeted events and conferences give associate members access to decision makers at their client companies and prospective client companies.

INSIGHT

Gain immediate insight into the issues and concerns of CPG company executives. What you hear at a GMA event or meeting may be in the news tomorrow.

SHOWCASE

GMA does not just grant you access to CPG executives, it gives your company a platform from which to demonstrate your products and/or services before your customer base. Committee meetings, conference presentations and original research initiatives are just a few of the opportunities that associate members have to showcase their expertise and thought leadership before hundreds of clients and potential clients.

MEMBERSHIP BENEFITS & LEVELS

MEMBER BENEFITS	MEMBER LEVELS		
	Principal	Partner	Allied
Associate Member Directory Listing: An online resource for our members and the industry to identify companies that can provide them needed services and solutions.	X	X	X
Member-Only Communication (Executive Update, etc.): This would include Executive Update and other newsletters and information that go out to the membership. They would also be subscribed to GMA SmartBrief.	X	X	X
GMA Industry Publications Discounts: The opportunity to pay the member rate on any publications or literature that we offer.	X	X	X
Associate Member Conference Registration Fees: Associate members would pay the discounted Associate Member registration fee.	X	X	X
Discounted Sponsorship and Exhibit Fees: Associate members would receive the discounted sponsorship and exhibit fees at GMA and TPA events.	X	X	X
Conference Presentations Opportunities: Associate members would have the opportunity to respond to the call for topics for GMA events.	X	X	X
Committee Presentation Opportunities: Associate members would be invited to present to GMA committees as needed.	X	X	X
Leadership Forum Attendance: Principal members would be able to register up to five executives to the Leadership Forum at the Associate Member registration fee. Partner members would be able to register 2 executives to the Leadership Forum at the Associate Member registration fee.	5	2	
Leadership Forum Presentation Opportunity: Principal & Partner members would have the opportunity to submit proposals for GMA Leadership Forum sessions. Submissions from Principal-level members would receive preference, assuming equal quality.	X	X	
Committee Participation: Principal & Partner members could assign one representative to participate on the various GMA Committees. Same participation rules for the General Members would apply to the Associate Members.	X	X	
Conduct Committee Led Projects: Principal and Partner members would have the opportunity to submit a proposal for GMA project RFPs. Principal-level members can present ideas and opportunities for special co-branded content.	X	X	
Advisory Council Seat: Principal & Partner members would have the opportunity to assign one person to the Advisory Council. Principal-level members would form Executive Committee.	X	X	
Opportunity to Present to Board/Council-Level Group: Principal members would have the opportunity to present to a Board-level committee each year. 20-30 minute session on Principle Member's chosen topic. 25 opportunities available per year.	X		
Exclusive Board-Level Sponsorship Opportunities: Principal members would have the opportunity to sponsor the Board dinner and other functions on a rotation basis. The costs of these functions would be incremental to the dues and likely be managed via a pass-through.	X		
Exclusive Leadership Forum Sponsorship Opportunities: Principal members would have the opportunity to sponsor the premier events (keynote addresses, etc.) at the Leadership Forum.	X		
Opportunity to Participate in Joint Business Planning with GMA: Principal members would have the opportunity to conduct strategic, multi-year joint business plans to bolster and measure their GMA engagement and return on investment.	X		
Special Recognition of Support: Principal members would be recognized of their support through various platforms, such as at Board meetings and events.	X		

GMA ASSOCIATE MEMBERSHIP APPLICATION

PARENT COMPANY APPLYING FOR MEMBERSHIP

Select Membership Level: Principal Level (\$40,000) Partner Level (\$27,500) Allied Level (\$11,000)

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Company Phone: _____ Company Fax: _____

Company Website: _____ Company is: Public Private

Senior Executive Membership Contact *(Primary contact relating to all membership issues)*

Name: _____

Full Title: _____

Phone: _____ Fax: _____ E-Mail: _____

Sponsorship/Marketing Contact

(Responsible for marketing company offerings to customers and receiving RFPs, call for topics and sponsorship opportunities)

Name: _____

Full Title: _____

Phone: _____ Fax: _____ E-Mail: _____

Please list any subsidiaries:

Please check which of the following categories your company falls into. *(Primary Service)*

- | | |
|---|--|
| <input type="checkbox"/> Finance/Audit | <input type="checkbox"/> Manufacturing Equipment |
| <input type="checkbox"/> Technology | <input type="checkbox"/> Marketing/Advertising |
| <input type="checkbox"/> Scientific Equipment/Materials | <input type="checkbox"/> Logistics |
| <input type="checkbox"/> Strategy/Consulting | <input type="checkbox"/> Other Services. <i>Please describe:</i> _____ |

Which of GMA's Strategic Areas of Focus would your team be most interested in.

(Please rank 1/most interested through 4/least interested.)

- Product Safety *(FSMA, green chemistry, etc.)*
- Health & Wellbeing *(nutrition, labeling, etc.)*
- Sustainability *(waste reduction, etc.)*
- Promoting a Pro-Growth Environment *(supply chain efficiencies, trade liberalization, sales & sales promotion, etc.)*

Which of GMA's events would your organization be interested in attending/sponsoring?

- GMA Leadership Forum (Partner Level Associate Members only)
- Supply Chain Conference
- Sustainability Summit
- Legal Conference
- Science Forum
- Product Safety Training and Education Events and Workshops

GMA ASSOCIATE MEMBERSHIP APPLICATION

Please list products/services offered.

In what areas of the food and consumer packaged goods industry does your company have interest or expertise?

DUES:

Memberships are activated once payment is received.

Membership for all levels are for the calendar year (January 1–December 31) with dues payable on **January 1**.

Every Associate Member shall pay dues no later than **February 15** or membership with GMA will be terminated.

DUES/MEMBERSHIP INFORMATION CONTACT:

Jonathan Downey
Senior Director, Membership and Business Development
JDowney@gmaonline.org
202-295-3945

PLEASE REMIT PAYMENT TO:

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