



How are YOU and your STAFF accessing your BENEFITS?

## TRADESHOWS

- ◆ Significant MEMBER discounts
- ◆ Committees work to develop the programs... participation on these is welcome
- ◆ AEM sets the GLOBAL STANDARD for high quality member-led exhibitions for the industry

### AEM EXHIBITORS



**BENEFITS:**  
 Reduced exhibit space rates for MEMBERS  
 Connect DIRECTLY with qualified buyers & potential customers  
 Manufacture-led by the industry FOR the industry  
 Reinvestment of revenues to support industry causes

In many cases there are savings of more than the amount of their dues!



**BENEFITS:**  
 Increase demand of equipment domestically  
 REPRESENTATION at local, state & Federal levels  
 PAC & Grassroots resources  
 INCREASE EASE of international trade  
 PROMOTE new free trade opportunities worldwide

Also...  
 ◆ EDUCATION & BUSINESS DEVELOPMENT

## GLOBAL PUBLIC POLICY-Advocacy & Legislation

- ◆ Regulations focused on manufacturers of equipment
- ◆ Communications with Congress

ARE YOU USING THESE TO THE FULLEST POTENTIAL?

# CORE SERVICES

## SAFETY, REGULATORY & TECHNICAL

Identifying, influencing, communicating standards; regulatory development & compliance worldwide

- ◆ Opportunities for committee work
- ◆ Over 60 industry specific groups & many technical committees
- ◆ The GOAL: "DO IT ONCE, DO IT RIGHT, DO IT GLOBALLY"



**BENEFITS:**  
 Support & coordinate member efforts to HARMONIZE national & international standards  
 Access to Guidelines/industry practices documents  
 Association Alliances with OSHA & MSHA - to advance safety & accident reduction

**BENEFITS:**  
 Understand customer-trends  
 Anticipate changes  
 Forecasting  
 Outlook Reports

## MARKET INFORMATION-Statistics

Monthly Product Specific Information

- ◆ 300 Market Specific Programs
- ◆ Confidential
- ◆ Consistent, reliable, timely data
- ◆ Information received, processed and stored in a secure location
- ◆ Geographic detail with granularity down to county and sub-county level
- ◆ Web-based input & output



**BENEFITS:**  
 Calculate your market share  
 Monitor market trends  
 Improve forecasting & production planning  
 Early recognition of market trends

## MARKET INFORMATION-Intelligence

Macro-economic & industry trends

- ◆ Gather, analyze & compile data - FREE to you
- ◆ Third party - non biased market research
- ◆ Helps you PLAN, MEASURE, UNDERSTAND TRENDS & MARKETS
- ◆ Surveys & reports - more than 20 surveys



**WHAT OPPORTUNITIES** can you SEE in AEM  
to SERVE YOUR NEEDS?

**AEM can....**  
**HELP WITH REGULATORY COMPLIANCE**  
 BRINGS LOTS OF COMPLEXITY  
 DRIVES COST UP!

**ADVOCACY**

What had REAL MEANING from WHAT YOU HEARD? Surprises or challenges?

and... **?**  
**WHAT CAN YOUR ORGANIZATION DO to GET FULL VALUE of your AEM MEMBERSHIP?**

Step more into the GLOBAL realm - need better solutions



**OPPORTUNITIES** to share with other organizations around the world

**TRADESHOWS...**  
 when it comes to associate group if we set up a booth not necessarily connecting with COMPONENT guys  
 We're trying to consolidate Shows but hear the need



**INFRASTRUCTURE**  
**I MAKE AMERICA** is great - better involvement in the future

We need to be **BETTER AMBASSADORS** of AEM in our organizations

Go back and share with others in our organizations



**WORKING TOGETHER** helps us tackle more **MAKE MORE PROGRESS**

