



Connect | Create | Continue

# Connect.

*ARA membership helps you connect to the awards and engraving industry.*



## **Annual ARA International Awards Market**

The annual ARA International Awards Market in Las Vegas is the industry's largest and most impressive show for awards and recognition retailers and suppliers. It attracts retailers worldwide to view the latest industry products, take advantage of special show offers, and benefit from the association's comprehensive educational program that includes workshops, hands-on seminars, and product demonstrations. The show gives exhibiting suppliers the opportunity to display their products and increase their business contacts and sales by meeting with

hundreds of attendees.

It also offers superior exhibitor booth packages, allowing suppliers to reach thousands of qualified buyers. Companies that take advantage of ARA's comprehensive sponsorship program also receive recognition in all ARA print and online promotional materials.

ARA attendees come ready to share shop stories, see

new products and equipment up close, and improve their knowledge of awards-making processes and business management. The show's networking and customer-building opportunities are endless, and the professionalism is first rate.

Retailer and supplier members receive free admission to all U.S.-based award shows. Supplier members also receive discounted exhibit space.

## **ARA Online Buyer's Guide**

The ARA Online Buyer's Guide is one of the awards and engraving industry's most important tools for finding products and services. It is also one of the association's most valuable member benefits. The ARA Online Buyer's Guide ([www.arabuyersguide.com](http://www.arabuyersguide.com)) is easy to use, allowing retailer members to search for and view specific products by category, characteristics, and keywords. ARA updates the website on a regular basis so the information is always current. If you can't find what you are looking for, ARA's Product Locator Service, another valuable member benefit, is helpful.

For suppliers, the ARA Online Buyer's Guide is a cost-effective way to broaden your customer base and market your products to ARA retailer members. Simply log on, list your company, and upload images and descriptions of your products.

## **Recognition Review Magazine**

ARA's monthly trade publication, *Recognition Review*, features technical advice, new product information, member profiles, articles from industry experts, ARA news, and advertising opportunities. It's one of ARA's primary links to the awards and recognition industry. *Recognition Review* is distributed to ARA members in both print and digital formats. The latter allows you to read or refer back to parts of the magazine at your convenience.

The Awards and Recognition Association (ARA) is your premier source for professional information on career-building and customer-enhancing opportunities. ARA provides the tools and training that connect you with your awards and recognition industry colleagues. Joining ARA helps you design, produce, and sell innovative products as you continue to learn and prosper in the awards and recognition industry.



# Create.

*ARA helps create opportunities for professional growth and business success.*

## **ARA Professional Certification Program**

ARA's Professional Certification Program is designed to enhance your knowledge, professionalism, and recognition in the awards industry. Certification Program enrollees have the opportunity to earn the industry's recognized marks of distinction—Certified Recognition Specialist (CRS) and Certified Recognition Master (CRM)—through the association's educational programs, home-study videos, approved courses, and other certified education unit (CEU)-granting options.

## **Industry Leadership**

ARA offers leadership opportunities through its network of volunteer positions. From leadership at the volunteer and committee level to policy-making responsibilities on the ARA Board of Directors, members gain valuable experience while contributing to the growth of their association and industry. Participation in ARA-sponsored events and meetings will establish your position as an influential contributor to the awards industry. Gain experience by working on one of the association's six standing committees, volunteering at the annual trade show, or writing articles for the association's monthly magazine, *Recognition Review*.



"ARA keeps us in touch with everything going on in the industry—new products, new people, new equipment, and opportunities for continuing education. We've participated in ARA seminars on everything from CorelDRAW to marketing strategies and laser engraving. ARA has also made it possible for members from almost anywhere to attain professional certification."

—2008 ARA Large Retailer of the Year **Bill Townsend**, CRM, Dakota Awards, Bismarck, ND

# ARA Membership Application

Date of Application \_\_\_\_\_

Please send form, copy of qualifying document, and remittance to: Awards and Recognition Association, PO Box 3781, Oak Brook, IL 60522, Fax: 847.375.6480 (for credit card payment only). If you apply by fax, please do not mail. For more information, call ARA at 800.344.2148 or 847.375.4800; or visit [www.ara.org](http://www.ara.org).

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Business Phone \_\_\_\_\_ Toll-Free Phone \_\_\_\_\_

Fax \_\_\_\_\_ Toll-Free Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Mailing Address (if different than above) \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

## A. Retailer Requirements

Membership is available to for-profit companies offering awards and recognition products at the retail level. Branch membership is available only to companies whose headquarters is a member.

### Membership Types Annual Dues (U.S. Funds)

Retailer Member ..... \$195

Retailer Member's Branch or Franchise ..... \$115

Name of Parent Company \_\_\_\_\_

\$42 of your dues is applied to your subscription to *Recognition Review*.

## B. ARA Retailer Member Plus

The ARA Retailer Member Plus Program is available only to companies with a full retailer membership.

ARA Retailer Member Plus ..... \$99

## Demographics

No. of Full-Time Employees \_\_\_\_\_

No. of Part-Time Employees \_\_\_\_\_

No. of Sites \_\_\_\_\_

Date of Establishment \_\_\_\_\_

Total Square Footage \_\_\_\_\_

### Retailers

Indicate the top three (3) areas of your business concentration from the following product areas:

Corporate Awards  Scholastic Awards  Awards-Other  Ad Specialties  Signage  Other

Indicate the top three (3) areas of your business concentration from the following types of processes:

Laser Engraving  Engraving-Other  Sandblasting  Screen Printing  Sublimation  Other

### Suppliers

Indicate the top six (6) areas of your business concentration from the following areas:

Acrylic Products  Plaques/Wood Components  Engraving Stock/Supplies  Trophy Components  
 Medals/Medallions  Engraving Machines  Signage  Gifts/Desk Accessories  
 Ad Specialties  Ribbons  Equipment-Other  Other

## C. Supplier Requirements

Membership is available to for-profit companies offering awards and recognition products, supplies, or services to retail dealers. Branch membership is available only to companies whose headquarters is a member.

### Membership Types Annual Dues (U.S. Funds)

More than \$10M in Annual Sales Revenue ..... \$1,240

\$5-10M in Annual Sales Revenue ..... \$940

\$1-4.9M in Annual Sales Revenue ..... \$640

Less than \$1M in Annual Sales Revenue ..... \$540

Supplier dues are based on annual gross sales revenue.

Supplier Member's Branch ..... \$85

Name of Parent Company \_\_\_\_\_

Supplier Representative ..... \$85

Affiliate Member ..... \$595

Furnishes services to retailers or suppliers

Associate Member ..... \$595

Furnishes raw materials to suppliers

\$42 of your dues is applied to your subscription to *Recognition Review*.

## A copy of one of the following documents is a requirement for membership. Please check one.

Business License  Resale Permit  Articles of Incorporation

Letter from appropriate government office verifying none of the above is required for retailers in your area

The application process cannot be completed without a copy of one of the above documents.

## Payment Information

Please check the appropriate box and indicate your dues and total due.

Total of Box A—ARA Retailer Member \_\_\_\_\_ \$ \_\_\_\_\_

Total of Box B (if applicable)—ARA Retailer Member Plus Package \_\_\_\_\_ \$ \_\_\_\_\_

(Full Retailer Members Only)

Total of Box C—ARA Supplier Member \_\_\_\_\_ \$ \_\_\_\_\_

New Member Processing Fee \_\_\_\_\_ \$ 25.00

## Payment Method

TOTAL \$ \_\_\_\_\_

Check payable to ARA in the amount of \_\_\_\_\_ \$ \_\_\_\_\_

Charge my account  Visa  MasterCard  American Express  Discover in the amount of \$ \_\_\_\_\_

I authorize ARA to charge the above listed credit card amounts reasonably deemed by ARA to be accurate and appropriate.

If rebilling of a credit card is necessary, a \$25 processing fee will be charged. A charge of \$20 will apply to checks returned for insufficient funds.

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_



## Continue.

*ARA offers programs that help its members continue to enhance their awards knowledge, technical and leadership skills, and business goals.*

### **Educational Resources**

ARA offers the awards and recognition industry's highest quality educational programs, ranging from business-building seminars and affordable hands-on workshops to downloadable seminars and other educational information via the ARA website. Members receive discounts on all ARA educational products such as seminar CDs and industry-related books. *Recognition Review*, ARA's official monthly publication, features educational articles with cutting-edge information about current technologies and best practices for marketing and business operations.

### **ARA Special Savings Programs**

ARA helps its members protect their bottom line by teaming up with national vendors to provide cost-saving services such as shipping and storage, credit-card processing, and insurance. In addition, ARA members can take advantage of special savings through the ARA Supplier Coupon program. The coupons are conveniently located on the ARA website ([www.ara.org](http://www.ara.org)) and good for one full year.

### **ARA Retailer Member Plus Program**

The ARA **Retailer Member Plus** program is designed to enhance ARA membership, while providing members with an opportunity for additional educational and professional development. The ARA Member Plus Program is offered *in addition* to the regular ARA Membership. If you **choose** to become an ARA Plus member, you will enjoy the following:

- **Priority listing on the ARA website** ([www.ara.org](http://www.ara.org)) and **ARA's new market development program, the Recognition is Rewarding website** ([www.recognitionisrewarding.com](http://www.recognitionisrewarding.com)). ARA Member Plus enrollees are listed first and in bold type in the **Find a Dealer** and **Locate a Retailer** sections.
- **Early entrance to the ARA International Awards Market in Las Vegas.** ARA Member Plus enrollees can enter the show floor 60 minutes prior to the general opening, giving them exclusive access to exhibitors.
- **Exclusive, free access to the ARA Industry Trends webinar.** ARA Member Plus enrollees receive exclusive access to this webinar announcing the results of the annual ARA Industry Trends survey.
- **Special discounted rate for hands-on and for-fee seminars at the ARA show.** ARA Membership Plus enrollees receive \$10 off the popular "Hands-On" and "Special Presentations" offered at the Las Vegas show.
- **Priority seating at the Awards Gala in Las Vegas.** ARA Member Plus enrollees have reserved seating, which provides them the best views of the many creative and talented members and volunteers of ARA who are recognized by the association.
- **Special recognition at the Las Vegas show.** ARA Member Plus enrollees receive an ARA Member Plus ribbon indicating support of the Member Plus program.

**Awards and Recognition Association**  
4700 W. Lake Avenue  
Glenview, IL 60025-1485

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ARA's 2,500 members serve both the retailer and supplier sides of the awards and recognition industry. Established in the early 1970s, ARA is a membership-focused organization dedicated to increasing the professionalism of recognition specialists and advancing the awards and engraving industry. Please visit [www.ara.org](http://www.ara.org) to learn more about ARA's programs and services.

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*Three reasons to become an ARA member today.*