

—emda membership—

Benefits

—join or renew today—

Our membership makes us a legitimate supplier in the industry, both from our customer's point of view and our vendor's point of view.

EMDA Membership offers numerous benefits to distributors, reps, and manufacturers, but the highest rated benefits include:



EMDA associate members receive exclusive access to the first 30 minutes of the Contact Session – designed to provide manufacturers an opportunity for a quick introductory interview with individual EMDA member reps and distributors.



EMDA members are included in and have access to the *Membership Directory* – the best tool available to help shortline manufacturers locate distributors and reps of ag equipment, and build and maintain your professional business network.



EMDA members receive a \$100 discount off Exhibitor registration fees for the **Industry Showcase** – a “table-top” show to inform potential customers about products and services and a highlight of the EMDA Fall Convention.



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Members tell the Benefits

EMDA members share a commonality of purpose, operations, problems, & goals.

- We have access to a wealth of information on customers, and suppliers, from other members.
- Building relationships with other Distributors & Reps
- Learning from fellow wholesalers is one of the outstanding opportunities derived from our membership not only at the convention but staying in touch year-round.
- We have fun at conventions and other get-togethers, because of the sense of camaraderie amongst the EMDA group.
- Member Roundtable discussion sessions give us an opportunity to learn about important topics that impact our businesses and to exchange information on these issues.

Access to manufacturers

- Most of our European suppliers look to EMDA to find potential customers.
- We have access to more product lines and more visibility than we would have if we were not a member of EMDA
- Opportunities to attend worldwide trade shows and help educate suppliers about the value of the wholesaler-distributor and the independent manufacturer's representative

Membership Directory

- Provides a full-page profile of each distributor and rep as well as: Contact information; Key personnel; Territory covered (including an illustrative map); and Product types currently distributed
- Print edition mailed to current member companies
- PDF and Online Searchable editions provided to members only.

Economic and informational benefits

- www.EMDA.net includes access to a Job Board, an Excess Inventory Board, and much more.
- Newsletter/Blog
- Legislative representation through affiliation with the National Association of Wholesalers (NAW)
- Sales certification programs through affiliation with the Manufacturer's Representatives Education & Research Foundation (MRERF)

Fall Convention & Industry Showcase

- Provides a forum for contact with existing and potential suppliers.
- Annual meeting is held concurrently with the Farm Equipment Manufacturers Association (FEMA) Fall Convention
- Gives us the ability to meet annually with many of our existing suppliers, at meetings where we can learn about the introduction of new products, product improvements, new sales programs, discuss product improvements that are needed for our specific region, what prices will be for the coming year, warranty issues, planning for factory representatives that might be traveling to our territory or attending our trade shows during the coming year and discussing possible factory or regional sales meetings.
- EMDA's Industry Showcase attracts exhibitors with products/services of interest to distributors and reps.
- Perhaps just as importantly, the opportunity to rub elbows with fellow reps and distributors.

EMDA Contact Session

- Provides a unique opportunity for contact with existing and potential suppliers
- Each EMDA distributor and rep is provided a table with ID sign showing their territory and product categories.
- "Two years in a row this has provided us with a lead and new product line we would not have otherwise discovered."
- "I want to express to you the importance of the contact session is to manufacturers. We were able to put a marketing plan together, then visit most of the distributors booths to open a dialogue on representing our products in North America."

Spring Management Workshop

- Features core competency discussions, as well as seminars on specific areas of interest, and is attended by EMDA members only.
- Outside speakers are often invited to share their wholesale industry expertise as our company looks for continuous improvement in how we run our business.