

# Sustaining Member Benefits

## Executive Summary

Sustaining, or members of the American Galvanizers Association (AGA) who supply products and/or services to galvanizers, enjoy a few additional direct benefits on top of the many benefits listed for galvanizer members (all of which directly or indirectly benefit sustaining members as well). AGA Sustaining Members receive these benefits:

### Direct Contact/Networking with Galvanizers

The AGA provides sustaining members with a number of opportunities to network with galvanizers. The best opportunities are during the Annual Conference and TechForum, but other opportunities are present throughout the year, such as committee and board meetings, tradeshows, and ThinkZinc.

Attending the Annual Conference affords sustaining members an opportunity to network with senior management and owners of galvanizer companies. Attendance alone is an excellent opportunity to familiarize yourself with the names and faces of the industry, and provides you with five days to set up meetings, dinners, etc. with current or potential customers. Additionally, there are exposure opportunities available through sponsorship. The AGA organizes a number of activities, receptions, breakfasts, etc. for the conference which are open to sponsorship by members only. Sponsoring an activity ensures your company's name will be front and center at the sponsored activity or event on signs. Furthermore, AGA staff will announce and thank your company for sponsoring the event to be sure everyone present is aware of your contribution.

TechForum, the AGA's annual technical conference, provides the opportunity to network with the plant personnel and technical contacts of galvanizer companies. The three-day conference includes a MarketPlace exhibit where you can showcase your company throughout the event. Frequently, sustaining members are also invited to speak at TechForum to announce new technology and products. Additionally, TechForum always includes a few off-site tours of galvanizer and/or sustaining member facilities, so if the conference is held near your facility, you can open your company up for a tour. TechForum draws a slightly different audience than the Annual Conference, so one event may be better suited to your product, or attending both may be the best option.

### Exclusive Advertising and Sponsorship Opportunities

The AGA provides a number of advertising opportunities which are only open to member companies. Annually, the AGA provides a Media Kit to sell space in a number of marketing mediums including the online *Member Directory*, *American Galvanizer* print newsletter, *AGA Update* e-newsletter, and [galvanizeit.org](http://galvanizeit.org). Sponsorships for the Annual Conference and TechForum are also available in the Media Kit. AGA advertising and sponsorships provide sustaining members the opportunity to keep their company prominent in galvanizers' minds.

### Business Referrals

Sustaining members of the AGA are listed in the online Member Directory on the public and members only sections of the AGA website. These listings allow customers (whether members of the AGA or not) to find your company through the AGA. Additionally, the AGA receives email and phone inquiries for products related to the galvanizing industry, and only our sustaining members who provide that product or service are offered as contacts.

### Access to Member Listing

Though the AGA does provide a public list of galvanizer companies, we do not distribute or sell contact names or email addresses publicly. However, members of the association are granted access to our contacts for their marketing/sales or networking purposes. The AGA can provide contacts at our member galvanizers sorted by job title, location, size, etc. for your use.

### AGA voice via the Sustaining Member Committee

Active participation in developing the vision of the association is available through participation in the Sustaining Member Committee (SMC). The SMC meets once a year during the Annual Conference, and provides you an opportunity to suggest new services of the AGA to enhance the value you receive.