



## **BENEFITS OF IPEMA MEMBERSHIP**

### *Associate Member*

#### **Legislative Advocacy & Lobbyist Services**

IPEMA retains the services of a lobbyist to monitor National & State Legislature and notify us on any matters that will affect our industry. Our lobbyist also works on our behalf to introduce legislation for consideration. IPEMA contacts members to request contact with Legislators on specific bills that are under consideration and affect our industry. When necessary, IPEMA calls on the membership to contact their State Senator or Representative to voice their opinion on a specific matter that is about to be voted on. Grassroots support to the legislature is very effective!

#### **Committee Involvement**

IPEMA offers members the opportunity to serve on various committees including Advocacy, Affiliations, Education, Marketing & Public Relations, and Membership. Simply complete the committee sign-up sheet and return it to IPEMA headquarters.

#### **Newsletter & Website Exposure**

In 2007, IPEMA began to distribute a quarterly newsletter, which is filled with up-to-date information for industry members including technical articles, legislative information, association updates, upcoming events, and much more. The IPEMA website provides members with a listing, research and education articles, upcoming events, links to other industry sites, and more. In addition, IPEMA began the Voice of Play initiative and website ([www.voiceofplay.com](http://www.voiceofplay.com)). This website promotes the overall value of play to consumers and links them to the IPEMA website.

#### **Public Relations**

IPEMA currently works with a public relations firm to promote the value of play to the public, park and recreation officials, schools, etc. As a member, you benefit from the promotion of IPEMA and IPEMA certified products. In addition, as a member of IPEMA, you receive a one-time FREE box of the "Value of Play" brochure to distribute to your clients. They are then available for sale.

#### **NRPA Exposure**

IPEMA participates in NRPA each year to promote IPEMA members and IPEMA certified equipment and surfacing to Park and Recreation officials.

#### **Business-to-Business Networking Opportunities**

As an association, IPEMA offers a multitude of networking opportunities. These include membership meetings at ASTM at least 3 times a year and a social at NRPA each year. All members have the opportunity to participate in IPEMA events, membership committees and more! These opportunities give members the chance to network and learn from industry peers.

#### **ECHO Credit Card Processing**

IPEMA currently partners with Electronic Clearing House, Inc. (*ECHO*), a NASDAQ listed company that has been providing credit card and check processing services for over 25 years. In an age of increasing technology and consumer use of credit cards, IPEMA strongly believes that affordable and reliable merchant services is important to today's manufacturers.

#### **Mailing Labels**

Entity members at the associate level of membership receive one set of IPEMA member mailing labels a year. You may use these to communicate with industry manufacturers and organizations.=