



What IAPD membership means for **MANUFACTURERS**



KEY BENEFITS FOR IAPD MANUFACTURER MEMBERS INCLUDE:

- Grow awareness of your brands in the channel all the way through to the end users
- Network with performance plastics distributors and manufacturers to share ideas and best practices
- Train hundreds of people specifying performance plastics in the market on your materials

INDUSTRY ACCESS

- Expanded sales footprint — Hundreds of salespeople in the field selling your products, specifying your brand
- Distributors provide an on-the-ground sales force; they are the first point of contact in the supply chain
- Local inventory supports your business development — your distribution partners reduce your inventory overhead
- Fastest way to “push” your products to the market and channel connections to that help pull your products to OEMs/MROs
- Use distributors to train the supply channel on your materials

RECOGNITION & INFLUENCE

- Shape the industry through active IAPD involvement
- Awards for excellence that recognize your company’s commitment to employee training, company marketing and environmental/sustainability practices
- Use of the IAPD member logo on your website for industry credibility
- Shows you’re committed to excellence, IAPD’s code of ethics and the industry
- Free placement for press releases, product releases and literature

AFFORDABLE TRAINING

IAPD is a trusted training partner; use the IAPD University training offerings on their own, or supplement your employee training programs at below market pricing

- IAPD University with Plastics Certificate Program, safety training courses and personal/business development courses
- IAPD University online education portal development exclusive to IAPD members
- IAPD *Introduction to Plastics* training manual
- IAPD Material Property Tables
- Free access to e-training webinars

ADVOCACY

- IAPD promotes the sustainability of performance plastics to local and national legislators and regulators
- IAPD presents a powerful unified voice for the industry with the IAPD Plastics Political Action Committee (PAC)

MAJOR COST SAVINGS & BENEFITS

- Free subscriptions for your key staff to *Performance Plastics* magazine, the top publication for the plastics distribution industry
- Free company listing in the IAPD Membership Directory and IAPD Source Guide (print) and online find a member search engine
- Free press release placement for company news and new products
- Member discount pricing on IAPD University courses and certificate programs
- Member discount pricing on IAPD convention registrations, exhibit booths and sponsorships
- Member discount pricing on magazine and online advertising
- IAPD member rates for affiliated programs (e.g., insurance, shipping)
- National Association of Wholesaler-Distributors discounts

Networking opportunities to grow your business

- Annual Convention
- Leadership Development Conference
- Committees and common interest groups
- Regional events
- Supplier/distributor meetings

Exclusive marketing tools

- Comprehensive and professional marketing pieces to enhance your marketing kits and employee/customer plastics knowledge
- IAPD Top 26 Market plastics application one-page fact sheets
- The IAPD Thermoplastics Rectangle
- IAPD Material Property Tables
- Members may download these tools for internal reference and to educate partners and customers about the power of plastics
- IAPD will professionally customize marketing tools with IAPD members’ logos and contact information