

## Affiliate Membership Benefits

The PPMA has been established for more than 30 years and has over 700 member companies; all involved with the equipment, vision and automation sectors. The Group is made up of 3 special interest organisations, each member firm being allowed to align themselves with as many as are relevant.

**PPMA** - Processing & Packaging Machinery Association

**BARA** - British Automation & Robot Association

**UKIVA** - UK Industrial Vision Association

Our mission statement is: **To help our members sell more products and services.**

We deliver this statement by providing new routes to market:

### 1. Significant cost savings to your PPMA Show stand

Member savings on the [PPMA Shows](#) can make your membership fee even more cost-effective. Discounts apply to the largest annual machinery only industry shows:

2017-01 October 2017 at NEC Birmingham

Affiliate PPMA members save **£17 per square metre** **£316** vs. **£333** for non-members.



### 2. Increase your market exposure & generate more sales leads

Entry into our publications and online listings provide you with unrivalled exposure to your customers and end users.

#### PPMA Group Annual Directory

The industry bible for machinery suppliers, published every autumn to a named circulation of 4000 end-users.

Members have their own ½ page editorial and are referenced under all relevant index headings (from a choice of 1300) to reflect your full product portfolio.

## Search Engine Optimisation

SEO ensures your website can be easily found by web search engines. The PPMA has created a series of 'Landing pages' which have been highly optimised to help customers find everything from Cartoning machines to Wrapping machines. By linking your website and generating enquiries through this PPMA service you will also improve your company's ranking on the web.

Highly search engine optimised, the PPMA website has over 32,000 unique visitors per month and consistently ranks within the top 5 companies in relevant Google search results.

Your individual company links will drive traffic back to your website and increase the search engine visibility of your own site.

## Machinery Finder Service

An online service where sales leads, generated by the PPMA Group websites, are disseminated to all members who supply that product/service.

### 3. Inform and influence your customers and end users



#### Machinery Update – Market Leading Magazine

Editorial in Machinery Update is exclusive to members and free. Machinery Update is a bi-monthly machinery-only publication targeting buyers and specifiers. With a qualified circulation of 9,500 technical recipients (by post), an additional 80,000 online recipients and a wide range of advertising options are available to suit any budget – large or small and coupled with a free advertising design services ensures you will have a campaign that truly reflects the quality of your company and products.

### 4. Create and maintain business and sales relationships with PPMA group members

#### Networking Events/Member Meetings

Regular, free and well attended events provide ideal circumstances to build relationships and business with other group members. Members receive a free delegate place at the quarterly Chairman's lunches which deliver leading business seminars and networking opportunities.

Members also benefit from discounted rates at the annual [PPMA Group Industry Awards](#).



### **Association newsletters**

Electronically delivered to every member firm each quarter, these provide the ideal vehicle for product promotion within the group. Sent directly to over 1800 qualified recipients within the 500 group members.

## **5. Save money on your business services**

Free office facilities and meeting services at our Wallington offices:

- 30 minutes from London Victoria
- 30 minutes from Gatwick airport
- 15 minutes from the M25 and 10 minutes from the M23.

### **Strategic Partnerships**

Selected businesses provide free or discounted services to PPMA group members. Current partners provide:

- Recruitment services
- Financial & banking advice (Lloyds Bank)
- Telephone support on technical issues (TÜV SÜD / Laidler Associates)
- Reduced insurance premiums
- Legal advice (including employment and commercial matters) Telephone Hotline
- Management Training, Learning and Development courses

## **6. Technical and legal updates**

Ensure your team are technically and legally prepared for your business challenges using our seminar and training programme.



Member firms receive discount on all training courses. Subjects include CE marking updates, WEE directives and EMC.

## **7. Make informed business decisions based on current market trends**

Contribute to the annual business survey for the PPMA group and the individual technical surveys for each organisation.

A confidential survey, only contributors receive a copy of the reports, allowing you to make strategic choices about your business based on information about sector growth, product sales and service costs.

## 8. **Approved Accredited Trade Organisation and close relations with UKTI**

PPMA Ltd is an approved Accredited Trade Organisation (ATO) and Trade Challenge Partner (TCP) under the UK Government Scheme, which enables us to obtain grants for exhibitors at overseas shows. We also organise UK pavilions at selected overseas shows throughout the year to support members wishing to develop international trade including Asia, UAE, Europe and USA.

### **Eligibility Criteria for Full Membership**

#### **Applicants must:**

- Supply goods or services to the processing, packaging, Robotics or Vision sectors
- Have premises in the UK or other European Union countries

### **Cost**

#### **Annual Affiliate Membership      £1,033 + VAT**

Please note that membership of The PPMA runs from January 1st each year. Due to this, entry part way through the year will benefit from pro-rated membership rates.