



EXCLUSIVE BENEFITS OF ASSOCIATE MEMBERSHIP

NEW MEMBER ADVERTISING INCENTIVE

New Associate members receive one complimentary business card size ad featured in the WMDA/CAR News or a \$100.00 advertising credit that can be used towards purchasing member and non-member direct mailing list or labels, button or tower web ads, or any size ad of your choice in the following publications:

- WMDA/CAR News (monthly)
- Annual Membership Directory & Buyers' Guide (released in mid-summer)

ADVERTISING OPPORTUNITIES

WMDA/CAR offers a variety of ways to market your products and services at reasonable rates.

- The WMDA/CAR News is the area's most effective advertising vehicle in the automotive industry. The WMDA/CAR News includes essential information regarding the automotive industry, legislative issues on a local and a national level, and a monthly editorial. As a marketing professional, you know how effective advertising can be. With a circulation of 1,000, the WMDA/CAR News offers you the very best opportunity to reach your targeted audience at the most competitive rates in the marketplace.
- The Membership Directory & Buyers' Guide is an annual publication that is released electronically and featured in the "members only section" of the Association's website, in the middle of each calendar year. The Membership Directory & Buyers' Guide provides you with a listing of all WMDA/CAR members, complete with owner's name, business name, address, e-mail address, phone/fax numbers, and services rendered. All Associate Members in good standing are listed in alphabetical order in the Membership Directory & Buyers' Guide under the Associate Members listings. WMDA/CAR members use the Directory & Buyers' Guide as their "one book" of information.

The annual Membership Directory & Buyers' Guide is a wonderful advertising tool for any business that is geared toward the automotive aftermarket. The Buyers' Guide portion of the publication enables your customers and potential customers to be informed of the availability of your services. The Buyers' Guide is in alphabetical order by category (refer to publication page for additional information). Advertising by category allows your potential customers to go directly to the products and services that they need.

DIRECT MAIL OPPORTUNITY

As an Associate Member you will be able to purchase mailing lists and/or labels. Labels and lists can be sorted by brand, zip code, service station, repair facility, etc. This service is provided only to Associate Members.

WEB ADVERTISING

WMDA/CAR gives you – the advertiser – direct access to thousands of decision makers in the automotive industry. Unlike most sites, we do not charge you for the number of impressions (the number of times a page is viewed that contains your ad) but for 1, 3, 6 and 12 month blocks of time on our websites – a better value for each advertising dollar. Choose from two sizes of Button Ads that are available on WMDA's website:

- Square Button Ads
- Tower Button Ads

DISCOUNTED EXPO SHOW RATES

WMDA/CAR sponsors a one-day Expo each year. The Expo gathers independent businessmen and women from service stations, repair facilities, convenience stores, and other related businesses seeking the latest in marketing, products, services, equipment, and technology. As an Associate Member you will receive discounts of \$200.00 per booth off the non-member rate.

AREA MEETINGS

As an Associate Member you will be invited to attend Area Meetings held during the first quarter of the year. These meetings, with a small town hall format, include a complimentary breakfast for attendees. They are held throughout counties in Maryland and are intended to inform WMDA/CAR members of legislative issues that affect their county and community; inform members of upcoming events; and provide information about new programs.

Area Meetings provide you with an excellent and informal opportunity to meet with current and potential customers. You are welcome to bring informational brochures for distribution at the registration table, and you will receive a list of attendees.



BENEFITS OF ASSOCIATE MEMBERSHIP

There are many reasons to join a business or trade association, but WMDA/CAR offers the most compelling and practical incentive – **a money back guarantee**. WMDA/CAR is so sure that your membership will pay for itself that the Association is offering to refund your annual dues if it doesn't. **Simply participate in all of the programs for which you are eligible and you will save or make enough to pay for your membership in WMDA/CAR – guaranteed!**

WMDA/CAR ENDORSED PROGRAMS

WMDA/CAR's Endorsed Programs are designed to improve your profitability and decrease your costs. Representatives from individual programs will contact you to show you how you can benefit.

- ATM Services
- Auto Parts Supplies
- Castrol Buying Program
- Convenience Store Products
- Credit Card Processing
- Electricity Discount Program
- Insurance Programs
- Legal Services
- Legislative and Regulatory Support
- Trash Removal Program
- Website Design & Management
- Wholesale Tires

BUSINESS SERVICES

Business consultations and legal guidance are the cornerstones of the WMDA's services to members.

- Business Consultations
- Full-Time Staff

EVENTS

WMDA members have the opportunity to network with their peers at a variety of professional and social events held throughout the year.

- Area Meetings
- Annual One-Day Expo & Awards Dinner

INSURANCE

The WMDA business insurance packages are among the most competitive on the street. Most stations and shops will be able to recognize enough on the dividend return on workers' compensation insurance and liability insurance to pay for a year's membership dues.

- Property and Casualty
- Underground Storage Tank
- Workers' Compensation

LEGISLATIVE REPRESENTATION

WMDA serves as an advocate for your business by monitoring all proposed legislation and regulations and offering protections through lobbying and testimony.

- Federal Representation through the Service Station Dealers of American and Allied Trades (SSDA-AT)
- Lobbying in MD, DE, & DC Legislatures
- Political Action Committees

PUBLICATIONS/COMMUNICATIONS

WMDA members are kept informed of industry trends and business updates by the monthly publication, WMDA News. The annual Membership Directory and Buyers' Guide provides a directory of goods and services to members, as well as a listing of all members. WMDA also provides information on its website.

- Annual Membership Directory and Buyers' Guide
- Website – www.wmda.net
- WMDA/CAR News
- Timely email membership blasts
- Daily Rack Prices

TRAINING

A vast variety of technical classes, business management seminars, and environmental updates are offered throughout the year, as well as opportunities to get together with other owners and operators in your industry at area meetings.

- Business and Management Classes
- Annual Training Day for Techs & Execs
- Series of Training Classes (6)



ASSOCIATE MEMBERSHIP APPLICATION

I. WAYS TO JOIN

MAIL

WMDA
1532 Pointer Ridge Place
Suite G
Bowie, MD 20716-1883

PHONE

301-390-0900

WEBSITE

www.wmda.net

CONTACT

Debra Webster
Finance & Member Coordinator
301-390-0900, ext. 101
dwebster@wmda.net

FAX

301-390-3161

II. CONTACT INFORMATION

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

County _____ Legislative District _____

Work Phone _____ Fax _____ Cell Phone _____

Email _____ Website _____

PLEASE NOTE: Cell Phone WILL NOT be published. However providing information will assist with timely communication, in an effective manner.

III. ANNUAL MEMBERSHIP DUES

WMDA/CAR Associate Membership **\$399.00 annual dues**
Suppliers who provide products and/or services to the Automotive Industry

IV. CATEGORY

Please list products and/or services offered:

V. METHOD OF PAYMENT

Check (Make payable to WMDA) VISA MasterCard AMEX

Credit Card Number _____ Expiration Date _____

Card Holder Name (please print) _____

Card Holder Signature _____ CWV Code* _____

Checking this box represents my electronic signature

* The CWV Code is the last 3 digits found on the back of your credit card.

Association dues are tax deductible as a business expense.
(WMDA estimates that 60% of your dues are used for lobbying expenses, and are not tax deductible. Your dues are deductible as an ordinary and necessary business expense. Your dues are not deductible as a charitable tax contribution.)