



## Associate Education Provider

### Purpose:

To recognize and promote the valued expertise of SMA Associate members as educators contributing to the use and advancement of stair industry technology and ancillary product development for the benefit of SMA event attendees.

### Objectives:

Provide a forum for advancement of Stair Technology and Product Development  
Provide for member education and passive marketing via presentations of valued products and services  
Access to targeted audience with professional feedback as to industry needs  
Growth of ancillary support of the Industry  
Increased participation in direct promotional exhibits  
Increased support through valued sponsorships of SMA events and activities  
Increased interest and attendance by providing educational advantages to SMA event participants  
Increased marketing of SMA events through incentive of Privileged Exhibitors  
Increased value of SMA membership

### Requirements:

1. Applicant is an active Associate member of the SMA in good standing
2. Offers members a comprehensive discount on products and services of not less than 5% or approved comparable value.
3. Attends and Exhibits at 2 or more SMA Events annually, must include the annual conference.
4. May participate in Associate Education Program at each event when registered as an exhibitor.
5. Must provide minimum event sponsorship of \$1000 annually – sign(s) and announcement at the event to be provided by SMA
6. Application for acceptance shall be subject to approval by the board and contractual acceptance of all the requirements above by both the SMA and the applicant including commitment to annual financial obligation.
7. The term of the agreement shall be for one year. Renewal shall be subject to success of the program.

### Associate Education Program

The Associate Education Program will consist of 30-45 minute segments as time permits within the Conference/Event program. Segments will run concurrently in a typical “breakout” format allowing equal opportunity to the time slots for all eligible associates. Associates will present in repeated sessions during the associate education program allowing members to participate in as many presentations as there are presenting associates. The SMA can make no guarantees as to the level of participation however the SMA will not run any alternative programs during the Associate Education Program Time slots. It will be in the best interest of participating associates to promote the event and their presentation as well as maintain a quality presentation of interest to SMA members encouraging their participation.

Associates will refrain from discussion of pricing of products/services or taking of orders during presentations. Literature and handouts shall not include pricing information. Presentations shall

emphasize the advantages of the technology of the product and application of its serviceable use in the stair industry. Associate-company name and contact information shall be stated at the beginning and end of each presentation. Proprietary products may be identified, used and demonstrated but shall not be compared directly to other specific competitive products. Presentation emphasis shall always be to passively market a product or service through education of the attendees and increase interest in the capabilities of an SMA Associate Member. The participating associate should consider this an opportunity to increase awareness, establish direct contact with prospects, and not a means of direct sales.

To assure adequate time for SMA program and conduct of SMA business, when necessary, if associate participation exceeds more than three associates (two hours total for Associate Education Breakout Sessions) at any event, the eligible associates will be considered in order of the date of their event registration.