



Advisory Trade Membership



AIIM - The global enterprise content management association

AIIM (*The Association for Information and Image Management*) represents your industry on a global basis as the independent voice of the Enterprise Content Management Industry – the technologies required to:

- Capture
- Manage
- Process
- Store
- Preserve
- Deliver...

...enterprise wide content to support business processes.

It's about leadership

By becoming an AIIM Advisory Trade Member you can leverage the position of your company as a leading supplier of technologies and solutions and help shape the long term direction and growth of your industry with a seat on the AIIM Europe Advisory Trade Board.

As an Advisory Trade Member (ATM) you will enjoy maximum visibility for your products and solutions through AIIM's extensive channels of communication. Your status will permeate the end user community across Europe and on a worldwide basis. ATM's also get privileged access to sponsorship opportunities and maximum discount on all AIIM events and activities. Take a leadership position and become an AIIM Advisory Trade Member today!

- Set the agenda for the industry
- Gain maximum visibility for your company
- Generate new business opportunities
- All the benefits associated with trade membership

For further information visit
www.aiim.org.uk



Advisory Trade Membership Benefits

How does my organisation benefit ?

AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire ECM industry including users, suppliers, and the channel - acts as the industry's intermediary.

Our in-depth experience, local capability and global reach make AIIM the only organization you need to consider to represent your interests, to educate your prospective customers and help you reach new business opportunities.

We'll connect you with like-minded people through our Industry Workshop Sessions. You will benefit from belonging to a focused community with a global reach. Peer to peer networking and information exchange will generate its own added value from the insights you gain simply from interacting with your AIIM colleagues.

The elected chair of the AIIM Europe Advisory Board is invited to sit on the AIIM International Governing Body.

How else can you influence your market?

- Market Research
- Market Education
- Industry Workshops
- Events
- Case Studies
- Conferences
- White Papers
- Magazines
- Roadmaps
- Books
- News Bulletins
- Webinars
- Seminars
- Industry Advocacy

From time to time Membership Benefits may change. This brochure was up to date at the time of publication.

Check out the website for current Advisory Trade Membership Benefits and special offers in Europe.

- Two places at each AIIM Advisory Board Meeting - with associated high quality networking, board members are given the opportunity to discuss the direction taken by AIIM on behalf of the ECM industry.
- Access to AIIM Executives for business development discussions and guidance - AIIM conducts specific research throughout the year, our executives can discuss these findings and trends which can help you make future decisions.
- Use of AIIM Speakers for own events and user days - as a recognised body using AIIM Executive Speakers can act as a basis for discussion and add extra credibility to your agenda. (T&C's apply)
- Prominent rotating logo on home page and throughout website - brand reinforcement 24hours a day, 365 days a year!
- ATM listing and logo on Suppliers Directory web page - get best possible positioning and guarantee a greater number of hits on the AIIM online suppliers directory.
- Opportunity to be elected as the European representative of AIIM's International Board of Directors - contact for more information

Plus

- Two places at each AIIM Europe Trade Member Meeting (3 per year) - keep up to date with market trends whilst networking.
- Access to restricted content on AIIM's website - executive reports, survey results and other useful content to help you keep track of industry trends and developments.
- Free posting of press releases on AIIM website - multiply the effectiveness of your PR through the AIIM channel online.
- AIIM Advisory Trade Member logo for use in company marketing materials - show prospects that you support best practices and values shared in the ECM industry.
- Bi-monthly printed copy of AIIM's Infonomics magazine - a high quality glossy magazine containing anecdotes and articles from professionals, for professionals in the ECM arena (also available electronically).
- Subscription to European Infonomics monthly e-newsletter - a dynamic content driven and industry focused monthly update from AIIM.
- 10% discount and priority speaking opportunities for the AIIM Roadshow (organised by Revolution Events).
- 10% sponsorship discount on AIIM Europe Webinars - an ideal opportunity to host an exclusive Webcast surrounding your products and services - promoted to the AIIM community.
- 10% advertisement discount for AIIM Europe Web banners - prominent branding on the AIIM website.
- 10% advertisement discount for Infonomics Monthly - an opportunity to submit content and/or display ad's for lead generation and brand building campaigns.
- 10% discount for all staff members on AIIM Training fees - improve staff credentials and ensure they can communicate with prospects and customers more effectively.
- Free submission to case study database on AIIM website.
- Official AIIM Europe Advisory Trade Member certificate.
- Free postings of job vacancies on AIIM website.

How to join?

Annual membership with AIIM Europe costs £3,275 + VAT. To join please feel free to download a copy of our application form or to speak to an AIIM representative call +44 (0)1905 727600

Once we have received your application our membership coordinator will be in touch to update your profile and discuss how you can start benefiting immediately.