



Trade Membership



AIIM - The global enterprise content management association

AIIM (*The Association for Information and Image Management*) is the global enterprise content management trade association focused on representing suppliers who are involved in tackling projects for:

- Information Capture
- Document Management
- Workflow and BPM
- Records Management
- Portals and Web Services
- Content Management
- Data Storage and Archiving
- Knowledge Management
- Search

Reach new business opportunities and influence your industry

AIIM represents your industry on a global basis to promote the benefits and capabilities of ECM technologies.

AIIM also represents the users and prospective users of these technologies that allow organisations to cut costs and improve customer service. They enable the vital links between people, processes and projects in a way that empowers organisations to more effectively realise the value in their information assets.

AIIM's overall activities include industry representation, vendor and user education, collaborative marketing, industry events, market research and standards making.

AIIM is your industry association – this is your opportunity to set its direction in Europe.

That's what you get by becoming an AIIM Trade Member

- Promotion on the AIIM website
- Discount for AIIM events and sponsorships
- Networking and AIIM members meetings
- Access to AIIM Market Intelligence

For further information visit
www.aiim.org.uk



Trade Membership Benefits - 2010

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 organisation 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 Trade Member Meetings.

In addition, you become entitled to a range of preferential rates and privileged member only packages on a whole range of services, products and education programmes.

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.

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 Trade Membership Benefits and special offers in Europe.

- Two places at each AIIM Europe Trade Member Meeting - keep up to date with market trends whilst networking.
- Exclusive feature in AIIM's online supplier directory - gain brand awareness and direct traffic towards your own site.
- Free Posting of Case Studies on the AIIM Website - share your achievements with the AIIM Community.
- Free posting of press releases on AIIM website - multiply the effectiveness of your PR through the AIIM channel online.
- AIIM Trade Member logo for use in company marketing materials - show prospects that you support best practices and values shared in the ECM industry.
- Subscription to European "Get Smart" and "Connect" AIIM eNewsletters - a dynamic content driven and industry focused monthly update from AIIM.
- 10% discount for AIIM Roadshow (organised by Revolution Events).
- Priority speaking opportunities at the AIIM Roadshow.
- 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 "Get Smart" Monthly eNewsletter - 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.
- Logo in Get Smart when you join.
- Official AIIM Europe Trade Member certificate.
- Free postings of job vacancies on AIIM website.
- Free copy (on request) of UK and EMEA data from AIIM Worldwide Market Research Studies.

How to join?

Annual membership with AIIM Europe costs only £850 or €1160 + 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.