



MANUFACTURER ASSOCIATE MEMBER BENEFITS

TAKE ENGAGEMENT TO THE NEXT LEVEL

We deeply value the support of each Associate Member who engages with our association and the broader industry. As an Associate Member, you will gain access to a tailored suite of benefits and exclusive content on our website. Everything you require will be conveniently located online to gain Associate Members-only information.

NAEDA Manufacturer Associate Member Benefits

NAEDA Manufacturer Associate Membership is designed for equipment manufacturers seeking to build productive dealer relationships, stay informed on industry dynamics, and gain visibility throughout the North American dealer network.

Manufacturer-Specific Benefits

CONTRACTUAL & STRATEGIC SUPPORT

- Complimentary legal review of dealer agreements (NAEDA Legal Counsel)
- Complimentary copy of the annual Dealer-Manufacturer Relations Survey
- Access to custom insights and reports from NAEDA's Dealer-Manufacturer Relations Survey

VISIBILITY & PROMOTION

- Listing in the Associate Member Directory on NAEDA.com
- Company listed in Equipment Dealer Magazine (quarterly)
- New member announcement in NAEDA's newsletter and social media
- One (1) profile spotlight per year in NAEDA's newsletter + online
- Opportunity to contribute educational content (articles, webinars, podcasts)

MEMBERSHIP TIERS

MEMBERSHIP TYPE	ANNUAL DUES
TRACTOR MANUFACTURER	\$5,000
SHORTLINE / OPE / SPECIALTY MANUFACTURER	\$2,500

ACCESS & ENGAGEMENT

- Complimentary member list (Company, Main Contact, Title, Phone, Address; no emails)
- Subscription to NAEDA Biweekly E-Newsletter
- Subscription to Equipment Dealer Magazine (quarterly)
- Access to NAEDA Community App for networking and news

EVENT ACCESS

- Access to NAEDA regional and national events (registration required)
- Invitation-based access to dealer roundtables and briefings

EXCLUSIVE DISCOUNTS FOR ASSOCIATE MEMBERS

- 15% off advertising purchases over \$5,000
- 10% off advertising purchases under \$5,000
- First-access to event sponsorship opportunities

FOR MORE INFORMATION VISIT [▶ NAEDA.COM/MEMBERSHIP](https://naeda.com/membership)

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