

Join ECA as a Commercial Associate!

If your business is a manufacturer, supplier or service provider in the electrical or wider electrotechnical industry, then you could join ECA as a valued Commercial Associate.

Commercial Associates have *priority and discounted* access to thousands of industry buyers and influencers, along with a range of other significant benefits...





Your Gateway to the Electrotechnical Industry

Founded in 1901, ECA works with our Members and partners to help shape the future. ECA is the UK's leading trade association for businesses that carry out electrical and electrotechnical design, installation, inspection, testing, maintenance and monitoring.

ECA has some 2,700 Member businesses, with a combined turnover of over £6 billion, ranging from SMEs to large, nationwide contracting businesses.

ECA Commercial Associates have priority access to decision makers and influencers in Member companies, and many other businesses across the industry that actively engage with ECA and **ECA**today magazine.

 **1901**
Since

 **2,700**
Members

£6 billion
Member turnover



As such, ECA can be a highly effective route to new customers, and to building lasting business relationships with ECA's Members and wider customer base.

Here are just a few examples of what's available:

-  The prestigious ECA Industry Awards: national sponsorship opportunities
-  ECA national events and exhibitions: national sponsorship opportunities
-  ECA Industry Overseas Networking Event: national sponsorship opportunities
-  ECA's extensive regional Member-only events, including technical seminars, exhibitions and conferences: sponsorship, presentational and attendance opportunities.

See overleaf for more details...





Commercial Associates have access to the following great opportunities and benefits...

Commercial Associates have first option on sponsorship and partnering opportunities for ECA events and initiatives, and automatic discounts apply to advertising with ECA and **ECA**today

Commercial opportunities for Associates include discounted rates on*:

- ⌘ **ECA**today advertising inserts and bands
- ⌘ **ECA**today supplement sponsorship
- ⌘ **ECA**today website sponsorship and advertising
- ⌘ **ECA**today e-newsletter banner
- ⌘ National event sponsorship
- ⌘ Regional event sponsorship/exhibiting
- ⌘ Cross-regional event sponsorship/exhibiting
- ⌘ ECA (and FSA**) national events/exhibition collaboration
- ⌘ *Prestige awards and initiatives sponsorship (e.g. ECA Industry Awards)*

**'FSA' is the Fire & Security Association, a specialist group of ECA.



Promoting your Commercial Associate status

- ⌘ Use of 'Commercial Associate' logo
- ⌘ Recognition and company link on ECA website
- ⌘ Template press release announcement and social media welcome

Promoting your products and services*

- ⌘ Free annual product/service email listing
- ⌘ Free editorial opportunities on **ECA**today website
- ⌘ Free annual product/service web listing on **ECA**today website
- ⌘ Free 1/2 page 'product feature' in **ECA**today
- ⌘ **ECA**today magazine editorial and cover artwork opportunities (by agreement with the editorial team)

* Terms and conditions apply



Commercial Associates can also access these opportunities and benefits...

Regional engagement and events

- Attend regional networking, CPD and events (by invitation)

Access to ECA's expert teams

- Free access and engagement with ECA's professional experts – covering technical, health and safety, and CSR

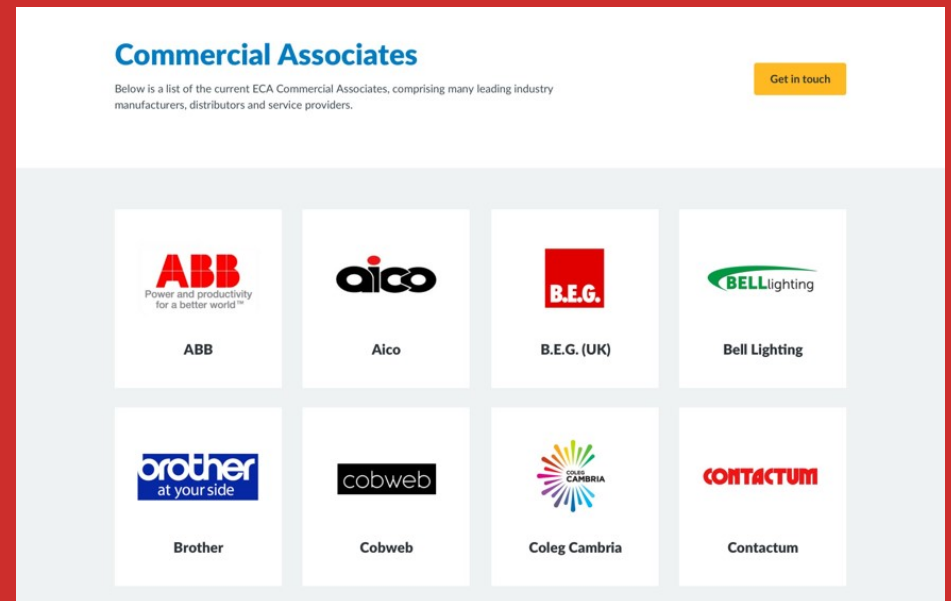
Discounts and offers

- Access to discounted BSI Online Standards - 80+ Standards
- Access to a range of employee wellbeing products from leading industry provider ECIS



News, updates and insight

- Free access to selected ECA website content, including technical information
- Free access to ECA industry news, selected guidance and updates
- Free access to ECA industry briefings, surveys and reports
- Free copies of **ECA**today print and online magazine



Terms and conditions apply to the above. For details of these and how to engage with ECA either nationally or regionally, go to www.eca.co.uk/ca

Get closer to your customers with **ECA**today!

As an ECA Commercial Associate, your company will be able to actively engage with ECA and reach thousands of potential customers through our highly-regarded publications, other outputs and extensive national and regional events and initiatives.

Your company can benefit from opportunities for product and services profiles in the industry-leading magazine **ECA**today (circulation of over 12,000) and the **ECA**today website.

ECAtoday reaches thousands of key decision makers in ECA Member businesses and beyond. In addition, Commercial Associates are automatically entitled to discounts in **ECA**today and to other advertising and sponsorship rates.



Promote your valued association with ECA

You can use your ECA Commercial Associate logo to promote your business' close relationship with ECA, and that you support ECA's activities to improve the business environment for our industry and its customers.

We'll also include your company name and logo on the ECA website's Commercial Associate listing page, linking directly to your website...

Communicate your ECA Member deals...

If your business is planning exclusive deals for ECA Member businesses, you can use our preferential email marketing opportunities to spread the good news and reap the business benefits.

ECA sends out an exclusive regular Member offers email to our 'opted in' subscriber list and we will include your message for a competitive fee.



So what does it cost to become a Commercial Associate?!

The annual fee to become an ECA Commercial Associate - and take advantage of the extensive opportunities and benefits outlined in this brochure - is based on the annual turnover of your business*.

Up to
£5m = **£585**
turnover per year

£5m to £12m
turnover = **£1,170**
per year

Over
£12m = **£2,345**
turnover per year



*Subject to ECA Commercial Associate terms and conditions. Fees are subject to annual review. See www.eca.co.uk/ca for the latest annual fees.

Working together in support of our industry – the Associate Code

ECA requires all Commercial Associate businesses to support the Commercial Associate Code. (available on request at www.eca.co.uk/ca).

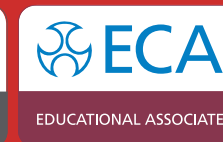
The Code includes support for ECA's mission, which is to "lead the industry and our Member businesses to growth and prosperity" and requires Associates to ensure that products and services conform to relevant industry standards.



ECA – Excellence in electrotechnical and engineering services

ECA represents commercial and technical excellence across the UK electrotechnical and engineering services industry (SELECT represents the sector in Scotland).

Depending on your organisation, there are a number of routes to actively engage with ECA. Visit www.eca.co.uk/join for more information





COMMERCIAL ASSOCIATE

www.eca.uk/ca

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    @ECLive



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