



# New Member Resource Guide

## **COMMUNICATION MARKETING CONFERENCE**

The CMC is annual event is held once a year in November for 3-4 days and is the cornerstone of CMA membership. Your CMC event registration automatically also gives you the benefits of CMA membership for a year.

### **VENUE**

The venue changes each year, enhancing opportunities for additional participation from every area of the country. It is an extremely cost-effective way to accomplish training, network with peers, keep up to date and create a vision for the future of your company.

### **BENEFITS**

Along with the benefits of participating in the CMA networking/training event in November, you will receive a free listing and link to your company's web site.

Prospects and buyers from around the U.S. know the CMA web site is an excellent resource because the distributor and manufacturer rep firms that belong to CMA are among the industry's leading companies. Manufacturers use the listings to prospect for representation in specific regions as well as showcase their products and services.

### **GET THE MOST OUT OF CMC**

Enjoy the conference. Attend the opening session, participate in general training sessions and attend the closing reception and awards banquet.

### **SPONSOR**

Consider becoming a sponsor and joining the advisory council, which meets during the event for a lunch and discussions to improve CMA.

### **ASK QUESTIONS**

Ask a board member if you have any questions or concerns. Participate fully in CMA activities and see the sales benefits.

## **Manufacturer's Representatives**

Use the conference as a training tool. Soak up everything you can learn. Get to know your principal's product and marketing position to help you sell more. Obviously, attend as many training sessions as possible. The event is designed to minimize conflicts.

Meet your distribution partners. CMA originated the "Triangle of Success": manufacturers, distributors and reps working together. If distributors do training, plan on attending those sessions and outside of sessions, get to know them better.

Network with other representatives. Find out what's working in their territories. Uncover mutually beneficial business opportunities.

## **Distributor's**

Distribution provides added value to customers by offering multiple product lines to meet the total project needs of every customer. Distributors maintain good relationships with all of the manufacturers and also know how their sales channel operates.

At the CMA event, distributors can meet multiple manufacturers without the distractions of booth duty and customer visits, so you can have meaningful discussions with many manufacturers.

Because the conference is geared towards training and networking, it provides an environment where it is easy to talk about new ideas and success stories, as well as exchange ideas with the manufacturer's reps, too, ideas that can influence strategies and marketing for the new selling year ahead.

## **Manufacturer's**

As manufacturers, you are allowed up to four dedicated hours for training purposes with your representatives and distributors and three days of networking.

For new manufacturers, there is even a Rap Room opportunity, at a very economical price, to network with potential reps and distributors.

Present awards for top performance to representatives or distributors at the training session and you're encouraged to present these awards at the closing banquet as well.

This is the only overall, comprehensive, event that makes training for all of your reps available in less than a week and at a fraction of the cost of doing it on your own.