



Save the Date
NOVEMBER 6-8

CMA
COMMUNICATIONS
MARKETING
ASSOCIATION



Reasons to Attend



**KEEP UP-TO-DATE
WITH INDUSTRY TRENDS**



**TRAIN ON NEW PRODUCTS
AND PURSUE NEW LINES**



NETWORK WITH PEERS

CMC 2023
REGISTRATION

WWW.CMA-CMC.ORG



Who should Attend?

- **DISTRIBUTORS**
- **INDEPENDENT REP FIRM**
- **MANUFACTURERS**

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MARRIOTT EAST
Louisville, KY

CMC 2023

WWW.CMA-CMC.ORG

What is CMA?

The communications industry was built on the collaboration and cooperation of manufacturers, distributors and representatives working together to market and sell communications products.

CMA continues that tradition as a non-profit organization, founded in 1973 to support the ever-successful relationship between independent representatives, distributors and the manufacturers they represent. CMA's network is steady and growing, along with the annual event it sponsors, the Communications Marketing Conference (CMC).

Benefits of CMA Membership

- 1 Association with peers dedicated to the common goal of increasing sales and market potential in the communications industry.

Benefits of CMA Membership

- 2 **CMC Registration:** At the annual CMC, professionals meet to share ideas, sharpen sales skills, train on new products and plan yearly strategies. Manufacturers, distributors and Representatives utilize this conference for annual sales meetings to get on track for the coming year. Manufacturers' awards are given to reps and distributors for outstanding achievement.
- 3 **Networking:** Keep up to date on industry trends, share success stories or brainstorm problem areas. What works and doesn't work? Keep in touch with your peers.
- 4 **www.cma-cmc.org:** You receive a free listing that links to your site for more information. Want to know which rep/distributor covers which region?

Need a representative for a new product line? At CMA's website you'll find answers to these questions and much more.

Manufacturers, Reps and Distributors

For Manufacturers

- Provide product and sales training.
- Seek representatives for new lines.
- Save time and money by using the CMC as your annual sales meeting
- Recognize outstanding performers
- Build and improve your profitable sales team

For Distributors, Reps & Consultants

- Create new and strengthen existing relationships
- Train on new products
- Pursue new lines
- Discuss common concerns & issues
- Be recognized for your outstanding performance

CMA

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