

IBWA Supplier Member Benefits

IBWA is the principal voice of the bottled water industry, and the only association that focuses solely on creating a favorable business climate for companies - small, medium and large - that provide products and services to the bottled water industry.

Membership in IBWA offers real value. The return on investment for your dues dollars is significant when compared to the financial and human resources you would need to get the kind of exposure, for your products and services -- it would cost you significantly more than the price of your yearly membership with IBWA. **If you consider the cost of placing just one ad in a major trade publication versus the variety of free, year-round promotion opportunities you receive from IBWA, IBWA membership makes good business sense.** The following is a list of benefits:

Product/Service Marketing Opportunities

Opportunities to network and **establish relationships with representatives and owners of the country's leading bottled water companies (potential clients)** during events at IBWA members-only meetings held throughout the year. Opportunities include:

- **Free tabletop trade shows** at **IBWA Committee and Board meetings** in February and June;
- **Free tabletop trade shows** at IBWA quarterly **plant tours** (where space is available) held throughout the country

IBWA provides members with **increased exposure to potential clients** (both fellow members and nonmembers) who look to IBWA as the resource for information on companies operating within the bottled water industry:

- Free anytime **access to the IBWA membership database** (distributed electronically upon request), for your marketing purposes.
- Free promotional listing in the **IBWA Online Buyers' Guide**, a gateway to the most comprehensive resource for the bottled water industry. From labels to containers to bottling equipment, the IBWA Online Buyers' Guide is the source for everything bottled water.
- Free promotional listings in the annual **IBWA Membership Roster, and the Buyers' Guide** issue of the Bottled Water Reporter, which are available to members as part of membership and for sale to the general public.
- Supplier members are listed in the **Directory of Members** featured on the IBWA web site, with hyperlinks to their company web sites. The IBWA web site is a first destination for browsers seeking information on the bottled water industry, including product and service vendors.

IBWA Trade Shows

Exclusive opportunity to **market your products and services directly to the bottled water industry** at the **annual IBWA trade show**. The IBWA trade show is THE event for bottled water producers and distributors to learn about the companies that supply products and services to the industry. IBWA Supplier members receive substantial **discounts to exhibit** at this premier show.

Face-to-face marketing is still the top-rated method for gaining new business. The IBWA trade show provides Suppliers with occasion to **personally interact with potential clients and showcase your company's specialties.**

Plastic Packaging Advocacy

IBWA is in the forefront of challenges to legislative proposals, media attacks and regulatory threats regarding plastic packaging.

	<p>IBWA's technical, communications and government relations teams is mobilized to respond immediately on the issue and impart what we know to be the facts about polycarbonate plastic and the safety of bottled water containers. The association believes in the safety of polycarbonate as a material for food storage and has communicated that position to the media, to regulators and legislators, and to our members for use with their customers. IBWA works in partnership with our allies at the American Chemistry Council to promote the truth about polycarbonate plastics and Bisphenol A.</p> <p>IBWA continues to inform the public, media, opinion leaders and decision makers about the facts and false claims regarding polyethylene terephthalate (PET) containers. The association works with our industry allies including the American Plastics Council to maintain and disseminate fact-based information on the safety of PET food containers. IBWA also opposes legislation that seeks to ban the use of PET as a packaging material or that seeks to regulate the amount of post-consumer materials used in the production of PET packaging.</p>
<p>Participation in IBWA Board of Directors and Committees</p>	
	<p>Member involvement in IBWA provides companies with a forum to help shape industry policy and positions on the many issues of concern to the bottled water division of their businesses.</p>
<p>Communications and Public Relations</p>	
	<p>IBWA has tools needed to represent the industry to the public, opinion leaders and media, often reaching thousands or millions of people with accurate and positive information about bottled water and its role in society.</p> <p>IBWA's communications staff assists members with media and public relations efforts and questions. The association regularly publishes position papers that are highly researched and validated, on a variety of topics related to the bottled water industry. Members can use these documents when dealing with their customers, local regulators, NGO's and local media. Such topics can include plastic packaging safety, recycling advocacy, quality reports, appropriate labeling and health positioning.</p>
<p>News Splash</p>	
	<p>Stay abreast of the issues facing your clients that could impact your business also. The IBWA News Splash Newsletter provides vital technical, government relations, industry and public affairs news and information to IBWA members. This document is distributed weekly via email and fax.</p>
<p>Bottled Water Reporter Subscription and Advertising Discounts</p>	
	<p>The bimonthly Bottled Water Reporter (BWR) is the only U.S. publication written solely for the bottled water industry. Market directly to the industry in their trade publication. Supplier members receive deep discounts on advertising.</p>

At this critical time in our industry's history, it is more important than ever for all companies involved in the production of bottled water, from bottler to supplier to distributor, to come together – to join forces with IBWA to protect the interests and growth of the bottled water industry.

As a business with customers in the bottled water industry, IBWA membership would help you maintain and expand the bottled water aspect of your company. **Join today!**