

## Association Information

### The International Airport Equipment Manufacturers' Association

#### ***Why form an international association now?***

It was agreed by a group of international GSE manufacturers that the airport equipment and services industry needs an active and representative association. This group of over 20 leading manufacturers is particularly concerned with the increased cost and frequency of international exhibitions that do not seem to take into account or understand the needs of the industry.

The established airport equipment exhibition, that takes place in Germany every two years, is recognised as an important international event but, historically, fails to attract the majority of the key US buyers. Consequently, a serious airport equipment exhibition is required every two years in the US. To date, a number of exhibition organisers have tried to establish their own events independently but the result has been that these commercial exhibition organisers have not listened to the market and insist on organising at least one event every year in the US and in 2010 two events have been planned. Even in a very strong economic climate the industry doesn't benefit from this annual frequency and needless to say, in the current economic climate, an annual event in the US is not financially viable for most airport equipment manufacturers and suppliers.

The driving force behind the formation of the IAEMA is to come together as a single, strong, authoritative voice that will be able to represent the industry and benefit from efficient collective bargaining cost reductions. IAEMA will also organise an event in the US every two years.

#### ***Why will an event in the US be different if organised by IAEMA?***

IAEMA is a Not For Profit association. This is a very important fact as the primary focus of any event organised by IAEMA is to bring the buyers to the exhibitors, a focus not diluted by commercial restraints placed on independent organisers who are focused only on profit. The combined marketing strength of the association's members is considerably more influential than any independent organiser's marketing resources such as the all important buyers' data. Member companies, by their nature, are constantly updating these important buyer lists – especially important during a turbulent period such as now – whereas independent organisers rely heavily on their own visitor lists that become out dated very quickly according to the frequency of the event where the source data has been collected.

A special database is being set up by IAEMA that allows all member companies to benefit from the formation of a 'Super Database'. Without breaching any confidentiality between member companies and their individual customer lists, a secure database will be compiled that contains a combination of all the members' customer lists. This 'Super Database' will form the basis of all IAEMA's marketing efforts.

#### ***If I decide not to join IAEMA, will I still be able to exhibit at any IAEMA events?***

Yes of course but all IAEMA members receive a discounted rated of 10%.

#### ***I am interested in the 2010 Las Vegas exhibition, where can I find out more about this event?***

Please go to [www.internationalairportexpo.com](http://www.internationalairportexpo.com) and register your interest online. You will then receive the exhibitor information by email. Alternatively, just complete the exhibition stand space application form included with this information package.

**IAEAMA is a Not For Profit association**

[iaemahq@gmail.com](mailto:iaemahq@gmail.com)

## Association Information

### ***At the moment my company is not interested in the US market so why should it join IAEMA?***

As IAEMA grows in strength it will be able to negotiate on behalf of its members with any third party industry supplier. It also has its sights set on working together on important areas such as universal standards for GSE equipment and an accreditation or quality mark to help buyers identify quality manufacturers and suppliers.

Looking ahead, IAEMA would be well placed to organise its own events in Europe and around the globe if the members so wish and it is envisaged that IAEMA will also look into taking exhibit space at certain events in the future to represent its members collectively.

Members will also benefit from the association's web site that will give access directly to all member companies and their products; and a regular publication is being discussed, once again to promote the members to the international buyers.

### ***What is the annual cost to join IAEMA?***

For companies with an annual turnover of less than US Dollars 3 million the cost is US\$500.

For companies with an annual turnover of more than US Dollars 3 million the cost is US\$1,000.

### ***How can I join?***

To join you only have to complete the application form provided.

On receipt of the application and following approval by the Board, you will receive an invoice with the remittance details.

Any other questions?

Please email [iaemahq@gmail.com](mailto:iaemahq@gmail.com) if you have any further questions.

## Membership Application Form

We would like to apply to join IAEMA

Title:	Mr/Mrs/Miss/Dr	<input type="text"/>	Other	<input type="text"/>
First Name	<input type="text"/>		Last Name	<input type="text"/>
Position	<input type="text"/>			
Company	<input type="text"/>			
Address	<input type="text"/>			
City	<input type="text"/>			
Postcode	<input type="text"/>	Country	<input type="text"/>	
Tel. No.	<input type="text"/>	Fax. No.	<input type="text"/>	
E-mail	<input type="text"/>			
Signature	<input type="text"/>			

### Membership annual fees

Company turnover less than 3 million US Dollars	US\$500	<input type="checkbox"/>
Company turnover greater than 3 million US Dollars	US\$ 1,000	<input type="checkbox"/>
Affiliate membership for non-manufacturers	US\$ 1,000	<input type="checkbox"/>

Please return this application form to the address below or fax it to +44 1892 839210

As an email attachment it can be sent to [iaemahq@gmail.com](mailto:iaemahq@gmail.com)

**IAEMA**  
The International Airport Equipment Manufacturers' Association  
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