

# HAVE YOU CONSIDERED **SPONSORING A MEMBER?**

PSAI nonoperator Members have the opportunity to sponsor their customers!

## **WHY SPONSOR**

You can build a loyal industry relationship for years to come, get a new operator up and running through access to our resources, and grow the base of customers visiting you at our events.

# \$240

PER SPONSORED OPERATOR COMPANY

**This price is well below the lowest cost for Membership - because your decision to sponsor helps us both.**

- Each sponsored Member operator company will enjoy the benefits associated with the bronze level of Membership.
- Within two days of receiving payment and activating the Membership, the sponsored company will receive an initial contact from the PSAI in the form of a call or email.
- Within two weeks of receiving payment and activating the Membership, a welcome packet of information will be sent via surface mail. (International Members receive their packet electronically due to shipping costs.)
- In addition to our usual methods of reaching out to Members whose annual membership is up for renewal, the PSAI staff will notify the sponsoring company when it is time for their sponsored Member to renew. This enables the sponsoring company representative to assist in converting the sponsored Member to full paid Membership in the second year.
- Operator companies may be sponsored more than once, but there must be a 3 year window before any sponsored company can be sponsored another time.

**Entry into PSAI events is NOT INCLUDED with the sponsored Membership fee. See the back of this insert for more information.**

**HOW SPONSORING WORKS**

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## SPONSORED MEMBERS AT EVENTS

Because sponsored Members receive basic bronze level benefits, entry into the Nuts and Bolts Educational Conference and the PSAI Convention and Trade Show **are not included** in the \$240 sponsored Membership fee.

### WHY THEY SHOULD BE AT PSAI EVENTS:

- Sponsored Members will gain invaluable knowledge from our educational speakers, our Member site visits, training sessions, expert panels, roundtable discussions, and much more.
- Sponsored Members will meet and learn from industry peers that will act as allies, especially if they are new to the portable sanitation industry.
- Sponsored Members will walk the trade show floor and visit table top displays in order to make deals and form valuable business relationships with supplier Members.
- Sponsored Members will experience the networking benefits of the PSAI firsthand, which should encourage them to join on their own after their sponsored Membership expires.

### GETTING THEM TO THE EVENT:

- Encourage your sponsored Member to purchase their own registration at the bronze Member price.
- Purchase additional registrations for your sponsored Member at your Membership package discount price.
- If you are a silver, gold, or platinum Member, **ALLOCATE EVENT TICKETS** that are included with your Membership package!
  - » Silver Membership includes two (2) total registrations, gold Membership includes four (4) total registrations, and platinum Membership includes eight (8) total registrations!

**By using your complimentary registrations to bring a sponsored operator to a PSAI event, you are providing an invaluable resource to a potential life-long customer at no additional cost to you!**

HOW THEY CAN ATTEND