

# Why Join?

## Independent Distributors of Electronics Association



The **Independent Distributors of Electronics Association** (IDEA) is a non-profit trade association representing high quality and ethically oriented independent distributors of electronic components. The purpose of IDEA is to promote the independent distribution industry through a media advocacy campaign; to improve the quality of products and services through a quality certification program, educational seminars, and conferences; and to promote the study, development, and implementation of techniques and methods designed to improve the business of independent distributors.

### Reasons to Join IDEA

*Your Membership can make a difference while boosting your bottom line!*

When the independent distribution industry does well, its suppliers and service providers enjoy commensurate success. Your membership in IDEA can help drive better business in the independent distribution industry and advertise that you are an active participant that is attuned to the needs of your customer base.

### Your IDEA Membership Provides You:

- \* High visibility to many of the most respected and highest revenue-generating independent distributors
- \* Your company's logo on every page of the IDEA website
- \* Your company will be recognized as an active participant in driving change to abate the proliferation of substandard and counterfeit material
- \* Input to important discussions about the disposition of the independent distribution market
- \* A forum to share suggestions on how independent distributors can be better customers
- \* Quarterly electronic issues of *The Independent*, the official newsletter for IDEA Members
- \* Exclusive Members-Only content on the IDEA website
- \* Complete membership packet with membership certificate, the IDEA-STD-1010-A, IDEA Logo, official letter of introduction, and other promotional materials

**Join today and help promote the IDEA mission through the advancement of industry standards, education, and certification.**

### Annual Associate Membership Fees

- \* 1-19 employees = \$1,500
- \* 20-49 employees = \$3,750
- \* 50+ employees = \$7,500

For more information about IDEA or to become a Member, please go to [www.idofea.org/join](http://www.idofea.org/join) or email [info@idofea.org](mailto:info@idofea.org)



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