



There is **power** in our membership representation.

567
CORPORATIONS

478
AGENCIES

47
STATES

30
COUNTRIES

What is **BMA**?

The World's Premier community devoted exclusively to advancing the B2B marketing profession.

- A 90 year history of success
- Representing the full spectrum of marketing and communications disciplines
- A membership comprised of Corporations, Agencies and Service Providers
- A strong code of business marketing ethics

BMA represents all the B2B marketing disciplines

PROMOTIONS RESEARCH SEGMENTATION
 MEDIA RELATIONS ADVERTISING
B2B MARKETING
 SALES SUPPORT AUTOMATION BRANDING
 DIRECT MARKETING SOCIAL MEDIA
 MARKETING COMMUNICATIONS DATA ANALYSIS PHILANTHROPY
 CREATIVE SERVICES SPONSORSHIPS
 PRODUCT MANAGEMENT PRICING SPECIALISTS

“ Incredible learning from world-class B2B marketers that can be applied real-time.”

Keith Pigues
Ply Gem Industries



“ You can't continue to get better at what you do without help. BMA gives me access to the resources and thought leaders that make me a better B2B marketer.”

Carla Johnson
Type A Communications

“ I always like to surround myself with smart people. At BMA I'm not only in the midst of really smart people, but also best practitioners. Every BMA interaction is a learning experience.”

John Favalo
Eric Mower and Associates



THE **POWER** OF B2B CONNECTIONS



BMA BUSINESS MARKETING ASSOCIATION

www.Marketing.org

Business Marketing Association
1833 Centre Point Circle, Suite 123
Naperville IL 60563

PHONE 630. 544. 5054
FAX 630. 544. 5055
EMAIL info@marketing.org



WHY JOIN US?

We connect you with **your peers.**

- A friendly welcoming community of professionals
- Local chapters across the country
- Member directory
- Corporate member discounts
- Peer-to-Peer networking
- Open exchange of ideas



We connect you with **ideas.**

- Annual B2B Conference – attracts over 600 attendees and expert speakers
- Speaker Programs
- Best Practice Sharing
- Chapter programs and learning forums



We connect you with **resources.**

- **Education**
 - Meetings and Conferences
 - Webinars and Teleseminars
- **B2B Magazine**
- **Resources**
 - Experts
 - Discounts
 - Vendor Lists
 - Research
 - White Papers
 - Interactive Forums



We connect you with **success.**

- **National B2 awards to showcase successful campaigns**
- **Local Chapter awards tailored to local members**
- **Chapter programs showcasing “The Best” in the market**
- **Fun local events in every chapter**



BMA connects you with the best B2B marketing.



BMA is your connection to the people and the resources that make you a stronger B2B marketer.

BMA is all about you.

You deserve access to the best.

- **Accelerate your career**
 - Meetings and Conferences
 - Get to know the right people
 - Get the information you need to move ahead
- **Enhance your personal brand**
 - Learn tips and techniques from the best in marketing
- **Build your network**
 - Engage with peers from other companies – and see what develops
 - Socialize with today’s movers and shakers in marketing
 - Meet tomorrow’s rising marketing stars
- **Enhance the brand, revenue and profits of your company**
- **Increased responsibility and salary!**

