



NALMCO's Value to Associate Members

NALMCO values the relationship between Associate and General Members, and we appreciate the resources invested by both members. We also understand Associate Members have many options and considerations when determining where to best invest their limited resources.

Below, a team of NALMCO General Members answer some of the most frequently asked questions by Associate Members. If you have additional questions or would like to discuss the potential ROI you may receive when partnering with NALMCO, please contact NALMCO's Executive Director, Jessica Thornton, at (515) 243-2360 or director@nalmco.org.

Q: What is the General Member engagement in NALMCO? What are the attendance numbers at the Annual Convention and Spring Seminar? What percentage of General Member companies attend?

A: The General Member engagement has been fair, but we would like continued growth in this area. Increasing member engagement is part of NALMCO's new strategic plan. Currently, an estimated 30% of our General Members attend the Annual Convention. We would like to partner with Associate members to boost participation in the Annual Convention and Spring Seminar.

Q: What's the value to a Platinum Sponsor? Will they have email list access, marketing access to General membership list, ability to have one-on-one meetings or some other type of enhanced value vs. associate non-sponsors?

A: All Associate Members have access to the General Member list throughout the year and can create email marketing campaigns for members. Additionally, all Exhibitors and Sponsors have access to the Annual Convention attendee list and can send specialized marketing prior to the event.

The enhanced benefits come in the form of brand recognition, visibility during convention and a heightened prestige given to major sponsors in the eyes of a General Member. It's always memorable, as a General Member, to support Associate Members who stepped up and provided the most support to the organization. In turn, they are viewed as a main contributor to our association, deserving of additional support from our General Members. We do give more consideration to strong NALMCO supporters when choosing partners for our business growth.

Q: Do the General Members care or differentiate between Associate Members and sponsors? Is there a higher value placed on Platinum sponsors? What does that mean? How is it quantified?

A: We believe "Value" is unique to each member, so it's difficult to define and even harder to quantify. In short, it's usually measured by additional business for the sponsoring Associate Member. General Members are encouraged to support those who support NALMCO; however, a sponsor still needs to be able to sell themselves as a good fit. We simply give them special recognition and a spotlight to afford them varying opportunities to do so. These days, we like a

little “word-of-mouth” endorsement for new partners, so being a sponsor will get you that extra look and will entice General Members to have deeper conversations to see if it’s a good fit.

Q: What are General Members looking for in relationships with Associate Members: leads? Opportunities? Product training? Partnership – how is that defined? What do the general members expect to gain from relationships with Platinum Associate Sponsors?

A: All of the above. Many of our members are looking for quality products and services, competitive pricing, great customer service, and accelerated delivery times while others focus on lead generation, networking opportunities and product training. All of these are considered membership advantages with favor being positioned on Platinum Sponsorships.

Q: What is the differentiator between NALMCO and PLASMA?

A: While the concept is similar, the focus of each organization is different. NALMCO is primarily focused on education specific to the lighting industry, including: maintenance, new products, industry trends, proper installation methods, etc. while PLASMA is mainly focused on obtaining work for members thru strategic partnerships with member companies. As a secondary focus PLASMA does provide education thru its vendor partners, members and guests while NALMCO provides work opportunities thru networking with members and most recently, through its RFP section on the NALMCO website. Finally, NALMCO is generally open to anyone in the industry while PLASMA limits its membership by invitation only.

Q: Can you dollarize the total electrical (or lighting) spend of the combined General membership?

A: In 2012, NALMCO General Members purchased an estimated \$400 million in lighting, electrical and controls material. For a full picture, [read our most recent survey](#) quantifying the General Members’ buying power.

Q: What are the overall needs of the group? Where do the General Members see the gaps between Associate Members, or any manufacturers, and their businesses?

A: The group needs to work as a collaboration to discuss the good, bad and ugly in the industry. Collaboration and education are the biggest needs.

With a lot of new products making it to market, NALMCO should be able to leverage good manufacturing partners to allow a purchase price-point that can’t be matched easily with the same level of quality. Partners to NALMCO should be able to serve the elite, growing members in lighting efficiency. Some of the gaps we are experiencing are in the manufacturer’s ability to provide accurate photometric design services and product in a reasonable time.

Q: Going forward in this time of volatile lighting transformation, how do the general members see the relationships with their key partners shifting?

A. Unfortunately, many of our partners are trying to compete with us as much as they’re trying to work with us. Industry trends are generally supported through competitive pricing of quality products. We seek partners who trust us to provide excellent service and want to see their products represented in the most professional manner with distinguished visibility within the marketplace. In the world of trying to sell the most fixtures, it’s a struggle to balance price and relationships at the same time.

Q: What do we get for our membership, exhibit fees, and sponsorship?

A: Opportunity. You’ll have access to the key decision makers of member companies that have the authority to purchase products and services that perform as a conduit to increased sales.

Our long-standing Associate Member sponsors tell us, repeatedly, they are well-supported for the dollars spent at events. NALMCO establishes multiple platforms for General Members to meet all vendors and to discuss the organization and to see how they might use their products. NALMCO works to ensure Associate Members receive the best value for their support in our efforts to provide recognition internally and externally with the organization and industry.

Q. How do you define the value of the relationships?

A: Mutual trust. These are high-level partnership relationships that go beyond the traditional business-to-business sales. There is a wealth of industry knowledge that is available to our companies to help us bring new products and ideas to the market and ensure that they will be successful. These relationships help us go beyond just price and show our value to the memberships and build stronger connections between the people as well as the companies.

Q. How is NALMCO different from other organizations?

A: The NALMCO culture makes us unique. NALMCO has created an environment of respect, honesty, professionalism and fun which you can see from the members, elected leaders and staff. NALMCO is open to anyone who wants to step up and participate at any level. General Members rely on NALMCO for business' best practices. The format of our events are different as well. Exhibitors are not excluded from any programs or events as they are in most organizations. We work hard to ensure collaboration happens during the entire event.

At NALMCO, we know that it's **N**ice to be **A**ssociated with **L**ike-**M**inded **C**ompanies as we work together to establish and promote the highest professional standards for lighting management professionals.