

## PFMA ASSOCIATE MEMBERSHIP – FEATURES & BENEFITS

FEATURE	BENEFIT	BRONZE	SILVER	GOLD
<b>CONSULTANCY</b>				
Access to PFMA Secretariat consultancy on topic areas, including technical support	Quick resolution to questions for smooth business operations; save on external consultancy costs			
Committee / Working Group participation <u>by invitation</u>	Work in partnership with industry players to shape the activity and address topics important to your business			
PFMA knowledge half-day as part of the onboarding – meet the PFMA team to discuss strategy & key areas of interest	Ensure a deep understanding to help the business achieve its strategic objectives of membership			
Political representation where priorities align	Shape political framework in post Brexit world			
Pet Food Liaison Group Meetings X3	Dedicated forums focused on key issues raised by you			
<b>INFORMATION RESOURCE</b>				
Access to exclusive associate member-only area of the PFMA website including Brexit Hub, COVID-19 support	Easy access to expert guidance to ensure smooth business operations in the face of disruption			
Access to regularly revised briefings on technical issues  (E.g., PFMA Technical Newsletter, updates and clarifications on regulatory developments, info around additives reauthorisation, future labelling changes as the UK and EU diverge, FSA and Defra consultations)	Awareness of latest technical developments & advance warning so businesses are prepared & can influence developments			

Weekly pet industry news bulletins	Greater awareness of issues in the external environment related to the sector – helps PR and issues management			
Access to PFMA UK Pet Food Market report at a discounted rate	Great value access to unique market intelligence			
Attendance at events at discounted member rate e.g. (Pet food & nutrition course)	Upskill staff at expert training – exclusive access at member rate			
<b>MARKETING</b>				
Bespoke social media marketing on PFMA social channels (Twitter and LinkedIn)	Raising brand awareness to target audience	X2	X4	
Listing in membership section of website	Credibility of associating with highly regarded asso			
Opportunity to collaborate on webinars, editorial, events etc. Examples include panel speaker at event, blog post, training and development for members (where relevant and on topics identified as an area of interest to the membership)	Promotion of your expertise and services			
Place at Annual Convention	Networking with target audience	X1	X2	
Sponsorship of PFMA event – PFMA Annual Convention and PFMA seminars	Raising brand awareness to target audience	X1	X1	X1