



## American Boiler Manufacturers Association

... representing the very best of the boiler industry

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### THE RETURN ON YOUR INVESTMENT

- ▶ **Focus on the Boiler Industry** ... ABMA's focus is confined to the boiler industry and its member companies are generally represented primarily by their chief executive officers or other upper management – those most closely associated with their company's bottom line.
  - ▶ **Networking** ... ABMA-sponsored events are designed to provide opportunities for industry colleagues to enhance their business relationships. The diverse membership of the ABMA provides opportunities to expand your business resources. Networking with those you already know is good business; meeting someone you haven't met before is even better business.
  - ▶ **Education** ... ABMA conferences and activities enable members to keep current on emerging trends and industry developments.
  - ▶ **Product/Market Groups** ... "mini-associations within the Association," Product/Market Groups are intended to allow member companies to focus on the issues and concerns unique to their specific products, services, and markets. Current groups include our Burner Group, Commercial Systems Group, Controls & Instrumentation Group, Deaerator Manufacturers Group, Environmental Affairs and Services Group, Heat Recovery Steam Generator Group, Industrial Systems Group, Solid Fuel Power Generation Group, and Rental Boiler Group.
  - ▶ **Technical Emphasis** ... For companies that do not have the resources, or have diminished resources, to support company representation on industry and consensus-based technical panels, ABMA staff actively coordinates with and serves on a number of committees and task forces of national and international standards-setting organizations, as well as on various governmental technical, environmental and business-coalition committees and task forces which debate and create manufacturing and performance-based standards. Through the ABMA website, industry technology, and technology applications, are shared with the public through published papers.
  - ▶ **Publications at special member rates** ... a library of technical and operational guideline books and pamphlets written by industry experts on a variety of subjects, as well as offerings from other technical organizations ... from the ABMA *Online Bookstore* on the ABMA website.
  - ▶ **"Today's Boiler ... Trends, Technology & Innovations" Magazine** ... the boiler industry's only magazine, *Today's Boiler* provides advertising and editorial opportunities to showcase the industry – its equipment, its technology and its innovative approach to meeting today's steam and comfort heating needs.
  - ▶ **ABMA Buyers Guides** ... free listings in ABMA's yearly-updated printed Buyers Guide and continuously updated *Online Buyers Guide* which provides a 24/7 resource for prospective customers. Members can purchase additional advertising at reduced rates in both Guides to highlight their particular products and services.
  - ▶ **ABMA Website** ... Through its extensive web site ([www.abma.com](http://www.abma.com)), ABMA communicates with the world about the boiler industry and with ABMA active and associate member companies – linking potential customers to its members and linking its members to other useful web sites throughout the Internet. A "Members Only" section provides data, information, and problem-solving material exclusively to ABMA members.
  - ▶ **Electronic Sales Data** ... No other organization maintains and distributes the same quantity or quality of product sales data ... essential to any market evaluation or sales effort ... completely confidential and password protected, both real time and historical sales data is made available in an easy-to-use format.
  - ▶ **Economic Report Services** ... Through a partnership between ABMA and the Institute for Trend Research, ABMA provides all members free of charge each quarter with Market and Regional Economic Reports, as well as focused market forecasts, and extends to members only certain fee-based add-on economic services at low ABMA member prices.
  - ▶ **Members Only UPDATE E-Newsletter** ... An electronically transmitted *ABMA UPDATE* keeps ABMA members current on industry and government hot topics. *No where else is there a newsletter as focused on boiler/burner industry topics for the price! Information on not just what happens, but on what matters!*
  - ▶ **Legislation and Regulation** ... ABMA works, either independently or in coalition with other, like-minded state and national organizations, to help elected and appointed government officials understand the boiler industry and its technology.
- Membership in the ABMA is a sound business decision with a solid return on investment, and we look forward to serving you. The ABMA logo – the symbol of ABMA membership – brings a credibility like no other... backed by a long history of member company commitment and know-how. A member company of the American Boiler Manufacturers Association is not just another steam, hot water or combustion equipment company ... it is part of a tradition of excellence and achievement, and, through its affiliation with the ABMA, signals an exceptional commitment and obligation to the market, its customers and to the public.