



Business does
not stop.

Ever.

AIM/R

Membership
Prospectus



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Who we are...



Katie Hubach, CPA
AIM/R Chair, Signature Sales

The Association of Independent Manufacturers'/ Representatives, Inc. (AIM/R) is dedicated to enhancing the quality and value of professional manufacturers' representatives in the plumbing, heating and cooling industry. AIM/R is the advocate and the voice of manufacturers' representatives. The association delivers premier educational programs and opportunities to advance their knowledge, standing, and professionalism; strengthens and diversifies AIM/R's communication to members; develops future leadership for the association; and grows membership.

AIM/R also partners with fellow associations to provide additional services and educational opportunities for its members. These associations include the following:

- Canadian Institute of Plumbing & Heating (CIPH)
- American Supply Association (ASA)
- Decorate Plumbing & Hardware Association (DPHA)
- Manufacturers' Representatives Educational Research Foundation (MRERF)
- Heating, Air-conditioning & Refrigeration Distributors International (HARDI)

365.24.7 Touch

The value-proposition reaches beyond the AIM/R Annual Conference and into the every-day life of our members.

Is your company a member? Here's what you are missing:

- AIM/R on Tap: Relevant e-Learnings on timely topics for your business
- Virtual meet-ups with fellow members
- Online Tool Kit at your fingertips
- Real-time online membership directory
- Access to a network of professional advisors that understand the rep model
- Quarterly e-newsletter
- Annual Conference (fall)



Why join?

AIM/R promotes the RepAdvantage so both manufacturers and customers realize the benefits of selling through and buying from multiple-line, field-based sales professionals.

For Rep Agencies

Who is your company's touchstone for Best Practices?

- **Legion of Fellow Reps**
Belonging to AIM/R makes you part of a continually growing network of member firms. As you get to know your fellow representatives, you will benefit from their recommendations, industry knowledge, and sharing of their best business practices.
- **RepLocator Listing**
Your free listing in the AIM/R RepLocator puts your firm at the fingertips of manufacturers as they consider new agencies for their representation. The RepLocator is distributed in June each year by Supply House Times to PHCP industry sales and marketing managers – the people who make critical hiring decisions. The RepLocator is also available online. Listings are not available to non-members.
- **Leadership Development**
AIM/R Leaders of Tomorrow... Today (LOT/T) program prepares the next generation of business executives for the type of business issues they may experience in the future – and how to plan for them.
- **Benchmarking**
The survey provides members with key industry data from prior years and future trends. The results of the survey are distributed to participating companies each fall.

For Manufacturers

Who is your company's eyes, ears, and feet on the street?

- **AIM/R RepAdvantage**
When choosing to partner with an AIM/R Rep, manufacturers can be confident in the level of professionalism, tenacity and longevity they will experience from their agencies.
- **Revenue Opportunities**
Manufacturers have direct access to AIM/R Reps when your company launches a new product or is simply seeking Reps in North America. Promote your line through AIM/R Instant Hotlines or e-promotions. The first one is free to new Manufacturer members!
- **Networking at the Annual Conference**
The signature event for the association is now open to AIM/R Manufacturers. The Annual Conference brings it all together in an environment with open communications. Manufacturers attend alongside Rep Agencies, which helps strengthen the understanding that each has of the other's challenges and opportunities.
- **Political Support**
Through our alliance with the American Supply Association (ASA), we advocate for manufacturers and their representatives in the plumbing, heating and cooling industry.
- **Education**
AIM/R is committed to advancing members' knowledge, standing, and professionalism through event sessions, newsletters, and the AIM/R Mentor program.

Membership Dues & Criteria

The dues cycle runs from January 1st through December 31st each year.

- **Rep Agencies** \$875 US/year
- **Manufacturers** \$750 US/year

For Membership Criteria (Rep Agencies and Manufacturers), scroll below.

Rep Agencies in Canada receive discounted dues and should contact the Association at info@aimr.net.



AIM/R on Tap is a set of member-only, year-round educational experiences and networking opportunities. These free, virtual offerings take place on the third Thursday of each month at 2:00 PM CT / 3:00 PM ET.

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Ready to commit to AIM/R?

Contact us any time at:
630.942.6581 or info@aimr.net.

www.aimr.net



