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FOR IMMEDIATE RELEASE
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What Can RIMA International Do For You?

This is the first question companies ask a trade association who is seeking to increase their membership. What is it that makes this organization so valuable to me? Standard responses are - you're supporting your industry, you'll stay informed, it's a great marketing tool, it's tax deductible, etc. and that's all true; but for the reflective products industries in particular, it goes much deeper.

As a small segment in a large industry, banding together is extremely important to get our voices heard.

? -Did you know that there are competitors trying to remove or prevent reflectives from being included in building codes?

? -Did you know that there are battles with several standard-setting bodies that RIMA International is actively fighting on your behalf?

? -Do you know how deep the pockets are of those trying to eliminate reflectives and how it is truly important for every one of us to come together in this battle?

? -Did you know, if we do not continue to fight these battles, the industry will dissolve? Where will that leave you?

Codes are not an optional activity – they are vital and are the key to sustaining our industry; and that alone is reason to support RIMA International. There are many other benefits to membership as well. You can find an overview of these benefits here - <https://www.rimainternational.org/members/join/rima-i-benefits/>; and we would welcome the opportunity to hear what business challenges you have and how your membership can work for you.

An Offer You Can't Afford to Refuse

Because RIMA International knows how important the work we are doing is to every company in the industry, and because we know there are many businesses who could benefit if they could see for themselves all that membership has to offer, RIMA International is making a **special one-time progressive membership** available to those joining from now through the end of 2019. We are so sure that when you get involved and take advantage of all your membership benefits, you will decide your RIMA-I membership is a good investment of your time and money.

The membership calendar year runs January 1 – December 31. Our standard annual membership is \$7,500 – **BUT FOR 2019 – new members can join now for the entire year for the introductory rate of \$1,500.** In addition, to allow new members more time to connect by attending meetings, rubbing elbows with fellow members, learning from peers and experts and having time to participate and take advantage of all membership can do for you, your 2nd year renewal will also be discounted to \$3,500.

It is the perfect time to get involved and learn how RIMA International can help your business. Complete the attached membership application form and let's get you connected now. If you have questions or need more information to take that next step, please give us a call at 800/279-4123 or outside the US - 785/424-7115. We look forward to welcoming you as a new member of the RIMA-I family and working together to grow the reflective products industry.