



Associate Membership Application

1. What is Associate Membership?

- An opportunity for suppliers/service companies and venues to be associated with AAXO Organisers and enjoy many benefits that AAXO delivers at a greatly reduced fee.
- Recognition as an “AAXO Approved Supplier” “Service Company” or “Venue” thus giving heightened confidence to our exhibitors.

2. Why the need for Associate Membership?

- Suppliers, Service companies and Venues are critical partners in the exhibition value chain.
- AAXO needs and wants to build greater relationships with our partners.
- AAXO want to be associated with credible and professional suppliers/service providers and protect the exhibitor community from any unprofessional conduct.
- AAXO Organisers want to engage with our partners on a regular basis to improve working conditions and address practical challenges that are common to us all e.g. unrealistically short build up times/safety issues/organisers holding onto dates too long from a venue perspective and so on.
- Equally AAXO members would like the opportunity from their perspective to address challenges they have and find practical and workable solutions.
- We want our partners to be involved in all of the fantastic AAXO initiatives such as market research/training/annual awards/Exhibition of Exhibitions and much more.

3. What are the benefits of being as Associate Member?

- Recognition as an “AAXO Approved” Supplier, Service Company or Venue.
- Endorsement and immediate credibility as an associate member of AAXO.
- Use of the “AAXO Approved” logo on all your marketing collateral and electronic media.
- Inclusion of a 2/3 minute video promoting your organization on the AAXO website under the relevant tab e.g. supplier/service company/venue.
- Inclusion of your company logo/details on all AAXO marketing collateral such as the Source Book/Directory which will be printed at the end of 2017 ready for January 2018 Awards Function.
- Participation in the “Exhibition of Exhibitions “as an AAXO Approved supplier/service company/venue with the “AAXO Approved” logo on your fascia.

- Opportunity at the “Exhibition of Exhibitions” to have a 2 minute slot to promote your company to all our members exhibitors. We had a great turnout in 2017 and this will be even greater in 2018.
- Regular dialogue sessions to discuss important issues that are common to the industry. AAXO stands by their mantra of being solution driven.
- Opportunity to attend Organiser and/or Exhibitor training sessions (where relevant) at a preferential rate.
- Recognition at the Annual AAXO Roar Awards as the Best “AAXO Approved Supplier/service company/venue” company of the year – great PR value.
- Opportunity to engage with AAXO in relation to development in Africa. It’s critical we work together on any new markets and opportunities.
- Access to market research results which you can share with your exhibitors to help you sell the benefits of participating in an exhibition.
- Regular News on exhibition industry developments and trends and an opportunity to share your story which goes out to exhibitors.
- Matchmaking/Speed dating and Networking at our many Industry events.
- Access to our global and local partners/media and associations.

4. Where to from here?

- The cost of an associate membership is R3500.00 excl VAT per annum. No joining fees, valid 12 months from date of signing.
- Being an associate member comes with it’s responsibilities – undertake and observe the AAXO associate member code of conduct.
- Complete the forms today and we will approve timemeously.
- Welcome pack will be sent to you with your certificate and CI manual.

NOTES FOR COMPLETING THIS FORM

- Kindly complete ALL sections of this form and then submit.
- Please complete the form in type or **BLOCK CAPITAL**
- Banking details for AAXO will be provided on the invoice sent to you.
- If any assistance is required please do not hesitate to contact AAXO either by phone on +27 (0)11 549 8300 or via email pat@aaxo.co.za

Please submit the following documentation to pat@aaxo.co.za upon submitting your application form:

- A copy of your B-BBEE Certificate (If applicable)
- Letter of Recommendation by an Organiser AAXO Member
- Company Logo (in vector format)
- Company Profile
- Social Media links

Company Information	
Company:	
Trading Name of Company:	
Registered Name of Company:	
Registered Year:	
Registration Number:	
VAT Number:	
Postal Address:	
Postcode:	
Physical Address:	
Postcode:	
Tel:	
Fax:	
General Email:	
Website:	
Organisation's Primary Contact Information	
Primary Contact Name:	
Primary Contact Tel:	
Primary Contact Cell:	
Primary Contact Email:	
Invoice Information	
Primary contact for Invoices:	
Email Address for Invoices:	

- Is your Organisation a holding company? Yes / No
- Is your Organisation a subsidiary of another company? Yes / No

If yes, please supply name of parent company: _____

Company Directors

Name	Other directorships held	Former directorships held in last four years

Resignation of Associate Membership

Should an associate member wish to resign it undertakes to settle all outstanding fees due. The associate member understands that fees will be due in full on the anniversary of membership in every subsequent year and that the Company will remain in membership unless either party formally terminates membership.

Members may resign from their AAXO associate membership at any time giving 30 days in writing to AAXO's office during the membership year. No refund/credit of membership fees due or paid by the member relating to that membership year (or previous years) will be made by AAXO.

Declaration

I/We, the undersigned, confirm that I/we have read, understood and agree to abide by the terms and conditions of AAXO Associate Membership and wish to apply for an AAXO Associate Membership as set out above. I/We agree to pay the fees applicable on an annual basis at the time of our membership renewal, until such time as membership is terminated by either party.

Signed _____ Date _____

Name _____

Company _____