

ANA ASSOCIATE MEMBER BENEFITS

Product/Service Category	Corporate Levels	
	Gold	Silver
Dues Level Participation Level	\$5,500 Unlimited individuals (based on corporate email domain)	\$3,000 Unlimited individuals (based on corporate email domain)
BAA/BMA Industry Conferences	<ul style="list-style-type: none"> Individual Member rates Corporate packages 	<ul style="list-style-type: none"> Individual Member rates
ANA Industry Conferences	<ul style="list-style-type: none"> ANA Member rates Corporate packages (1 per membership, per conference) 	<ul style="list-style-type: none"> Up to 15% discount
Webinars	<ul style="list-style-type: none"> All Webinars – No fee 	
Digital Communications <ul style="list-style-type: none"> Activate ANA magazine B-to-B Marketer ANA SmartBrief BMA SmartBrief 	<ul style="list-style-type: none"> Will receive with membership Will receive with membership Will receive with membership Will receive with membership Will receive with membership 	
Dierson Law Book	<ul style="list-style-type: none"> Digital subscription included in membership 	
Email Communications	<ul style="list-style-type: none"> Targeted as appropriate 	
BAA/BMA Chapters	<ul style="list-style-type: none"> Eligible to attend any chapter event at Member rate 	
MKC Content	<ul style="list-style-type: none"> Access to BAA and BMA's content portfolio 	
MKC Research Service	<ul style="list-style-type: none"> 10 requests per year per membership 	<ul style="list-style-type: none"> 5 requests per year per membership
Print Communications <ul style="list-style-type: none"> Activate B-to-B Marketer ANA Publications 	<ul style="list-style-type: none"> Will receive with membership Will receive with membership (VP or above) Will receive with membership (selectively curated) 	<ul style="list-style-type: none"> — — —
Members' Only Conferences <ul style="list-style-type: none"> BAA ANA's B-to-B 	<ul style="list-style-type: none"> Eligible to attend Eligible to attend 	
Members' Only Events <ul style="list-style-type: none"> BMA 	<ul style="list-style-type: none"> Eligible to attend 	
School of Marketing <ul style="list-style-type: none"> Seminars Full & Multi-Day Training Half-Day Workshop 	<ul style="list-style-type: none"> ANA Member rate ANA Member rate 1 free every 2 years 	<ul style="list-style-type: none"> 15% discounts 15% discounts —
Committees <ul style="list-style-type: none"> BAA BMA 	<ul style="list-style-type: none"> Eligible to attend Eligible to attend 	<ul style="list-style-type: none"> — —
Councils and Share Groups <ul style="list-style-type: none"> BAA 	<ul style="list-style-type: none"> Eligible to attend 	
Award Programs <ul style="list-style-type: none"> B2 REGGIES 	<ul style="list-style-type: none"> Discounted Member entry fee Discounted Member entry fee 	