

# CCA MEMBER BENEFITS

## THE TOOLS YOU NEED TO BE INVOLVED AT CCA



### ADVOCACY

### EVENTS, EDUCATION, & NETWORKING



### BUSINESS DEVELOPMENT

### BRAND PROMOTION



FOR MORE DETAILS, CONTINUE READING...

# CCA MEMBER BENEFITS

Welcome to the CCA family! Whether it's advocacy, networking, innovative technology solutions, or opportunities for education, CCA provides a variety of ways to engage and maximize your membership.

## ADVOCACY

Our mission is to advocate on behalf of our members' interests and educate policymakers on the key issues that impact our members' ability to compete, survive, and thrive in the industry.

- **Wash Reps** – All members can join CCA's Washington Representatives Group (Wash Reps) which meets weekly to discuss current policy updates and strategy affecting CCA members' most important issues.
- **Take Action** – Continually updated with key policy issues, pending legislation, and access to voter resources, our Take Action advocacy tool allows members to quickly and easily write your Members of Congress about competitive issues.
- **Capitol Hill Day** – CCA's annual Capitol Hill Day provides members the opportunity to meet with Members of Congress and their staffs to talk about CCA's most important policy issues. Participants learn about key advocacy positions and are provided with pointers and tools to advocate during these important meetings. All CCA members are welcome and encouraged to attend, seeing first-hand our advocacy at work!
- **CCA PAC** – CCA's Political Action Committee, CCA PAC, increases awareness about competitive carriers and supports candidates for federal office who advise or hold policy-making positions impacting our members.

## EVENTS/EDUCATION/NETWORKING

- **CCA Events** – CCA hosts the Mobile Carriers Show each spring and Annual Convention each fall. Members save big on registration and exhibiting!
- **Exhibit or Sponsor a Show** – Enjoy heavy promotion online and in person in front of more senior decision makers from more carrier organizations than any other trade show in the United States.
- **Plan Educational Sessions** – Join the Events Committee to decide which topics and sessions will be covered at each show alongside fellow CCA carrier, associate, and affiliate members.
- **Committee Involvement** – Make new industry connections through our active committees. The Associate Member Committee, the Washington Representatives Group, and the Events Committee are open to all members. The Business Innovation Group (BIG) is a carrier committee dedicated to seeking emerging and innovative solutions. All associate members are invited to present solutions to the BIG.

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## BUSINESS DEVELOPMENT

- **Industry Development** – CCA provides members with a platform to help meet business and industry goals. The Business Innovation Group (BIG) identifies and prioritizes top carrier challenges, while seeking new and innovative solutions from CCA associate members. The BIG is chaired by three members of the CCA Board of Directors and was designed as a vehicle to collaborate, educate, and share technological and business solutions among members.
- **Marketing Engagement Partnerships** – CCA provides members with a marketing partnership opportunity in exchange for a small revenue share that directly helps support CCA’s advocacy agenda. The resulting programs provide solutions designed to support a healthy wireless ecosystem, address top industry challenges, and they oftentimes result in big savings for CCA member companies.
- **Membership Directory** – You will receive the full directory, including contact information, for all CCA members. The directory is published annually and is only available to CCA members. Printed and digital copies are available.

## BRAND PROMOTION

- **CCA Member Spotlight** – Reach broader audiences through the amplification of CCA’s followers and feature your story on CCA’s social media with a brief company profile.
- **Press Releases** – Post your company’s news on our website and in our Press Bulletin. It’s a great way to share your message with the CCA audience.
- **Press Bulletin** – Include your news in this monthly email sent to our contact list of several thousand mobile industry stakeholders.
  - **Sponsor a Featured Press Bulletin Article** – Articles are featured at the top of the monthly Press Bulletin which is sent to CCA’s entire contact list. Articles must be informational or educational (no “commercials,” please) and will include an email link to the author.
  - **Sponsor a Bulletin** – Sponsor a banner advertisement with a link to your website in the Press Bulletin email.
- **Member Events Listings** – Market your company’s events on the CCA website under our Events tab, including a link to your website and online registration.

# CCA MEMBER BENEFITS

- **Directory Advertising** – Associate members may create an advertising program that meets your needs and budget with the assistance of Naylor, our publisher.
- **The CCA Voice** – Submit an article and/or advertise in The CCA Voice, our bi-annual magazine, read by fellow CCA members, the larger wireless community, and policymakers in Washington, D.C. Members may submit one article for free. Each member company receives 3 print copies, and a digital version is available online.
- **Website Banner Ads** – Purchase a banner ad to appear at the top of the home page of the CCA website. To ensure maximum coverage, no more than 5 banner ads appear on a rotating basis at any given time.
- **CCA Webinars** – Held on Wednesdays on timely subjects of interest, CCA’s “Wednesday Webinars” are available for sponsorship. CCA members receive significant discounts to sponsor webinars, which are open to members and non-members to attend free-of-charge. CCA helps promote your webinar and will provide the registration list (and contact information!) after the webinar has concluded.

Benefit	Available to CCA Members	Available to Non-Members	Monthly Rate
Member Spotlight	X		FREE
Press Release Posting	X		FREE
Membership Directory Listing	X		FREE
Press Bulletin Featured Article	X		\$500
Press Bulletin Banner Ad	X		\$300
Website Banner Ad	X		\$300
CCA Committee Participation	X		FREE
CCA Webinar Sponsorship	X	X	\$2,000 member / \$5,000 non-member
CCA Webinar Attendee	X	X	FREE
Events – Sponsorship, Exhibit Booth	X	X	Varies – members receive discounts
CCA Voice Article Submission	X	X	FREE; Priority given to members

***For more detailed information or to take advantage of any of these benefits, contact CCA at [membership@ccamobile.org](mailto:membership@ccamobile.org)***