CCA MEMBER TOOLBOX
THE TOOLS YOU NEED TO BE INVOLVED AT CCA

PRESS RELEASES
Amplify your company’s news with CCA’s expanded reach on our website and in our Press Bulletin.

MEMBERSHIP DIRECTORY
Published annually with updated contact information available only to CCA Members. Available in a printed compact size and digital online copy.

CCA EVENTS
CCA hosts the Mobile Carriers Show each spring and Annual Convention each fall. Members save big on registration!

COMMITTEE INVOLVEMENT
Make new industry connections through one of our standing committees. The Associate Member Committee, the Washington Representatives Group, and the Events Committee are open to all members. The Business Innovation Group is open to all carriers.

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.

AND SO MUCH MORE...
CCA is a unique, growing, dynamic association for competitive carriers. As with other memberships, deriving the maximum value from your commitment is conducted on your own terms. The members who benefit most are those who capitalize on a variety of the opportunities CCA brings to your front door. Remember, we are here to help you, so don’t hesitate to reach out. Welcome to the CCA family!

**ADVOCACY**

- **Wash Reps** – CCA’s Washington Representatives Group (Wash Reps) meets weekly to discuss current policy updates and strategy affecting CCA members’ most important issues. It is the place to participate directly in member advocacy, and all members are welcome and encouraged to join.

- **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** – Each year, CCA hosts its Capitol Hill Day, giving members the opportunity to directly participate in one of our primary goals: advocacy. The morning begins with a breakfast briefing at CCA headquarters featuring an issues overview. Following the briefing, members divide into groups and head to Capitol Hill for meetings with Members of Congress and their staffs. All CCA members are welcome!

- **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.

**NETWORKING**

- **CCA Events** – CCA hosts the Mobile Carriers Show each spring and Annual Convention each fall. Members save big on registration!

  - **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.
• **Membership Directory** – Published annually with updated contact information available only to CCA Members. Available in a printed compact size and digital online copy.
  - **Member Company Listings** – Offering a complete, comprehensive listing of each carrier, associate, and affiliate member by category along with names, titles, and contact information for key players in each company.
  - **Additional Copies** – Each member company receives two copies of the membership directory, and additional copies are available for purchase.
  - **Directory Advertising** – Associate Members may create an advertising program that meets your needs and budget with the assistance of Naylor, our publisher.

• **CCA’s Engagement Management System** – Connect and network anywhere, any time, and on any device with your online profile offering personalized self-service, social engagement, and online communities.

• **Committee Involvement** – Make new industry connections through one of our standing committees. The Associate Member Committee, the Washington Representatives Group, and the Events Committee are open to all members. The Business Innovation Group is open to all carriers.

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**EDUCATION**

• **CCA Industry Development Programs** – CCA’s carrier-only Business Innovation Group (BIG) identifies and prioritizes top challenges facing carrier members, seeking innovative and efficient solutions from CCA associate members. The resulting programs are part of CCA’s Industry Development Programs, which apply an aggregate approach to support a healthy wireless ecosystem for consumers, small/medium enterprise customers, and carriers. These programs include consumer-facing solutions, enterprise solutions, and carrier-internal solutions.

• **CCA Webinars** – Held on Wednesdays on timely subjects of interest, webinars are open to both member and non-member attendees free of charge.
  - **Sponsor a Webinar** – Present your expertise and thought leadership, working collaboratively with CCA on a topic, date, and marketing. CCA members receive major discounts on webinar sponsorship.
CCA MEMBER TOOLBOX

MARKETING

- **CCA Member Spotlight** – Feature your member story on CCA’s social media with a brief company profile.

- **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.

- **Press Releases** – Amplify your company’s news with CCA’s expanded reach on our website and in our Press Bulletin.

- **Press Bulletin** – Emailed to our entire database each month with links to member and CCA news.
  - **Sponsor a Featured Article** – 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 at the top of the Press Bulletin email.

- **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** – Banner ads appear at the top of the home page of the CCA website. To ensure maximum coverage, a maximum of 5 banner ads appears on a rotating basis at any given time.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Available to CCA Members</th>
<th>Available to Non-Members</th>
<th>Monthly Rate</th>
<th>Quantity Discount Available</th>
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<tbody>
<tr>
<td>Member Events</td>
<td>X</td>
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<td>Member Spotlight</td>
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<td>Press Release</td>
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<td>Membership Directory Advertising</td>
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<td>Naylor Advertising Rates Apply</td>
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<td>CCA Webinar Sponsorship</td>
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<td>$2,000 member / $5,000 non-member</td>
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<td>Events - Sponsorship, Exhibit Booth</td>
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<td>Varies</td>
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<td>CCA Voice Article Submission</td>
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<tr>
<td>Website Banner Ad</td>
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<td>CCA Committee Member</td>
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For more detailed information or to take advantage of any of these benefits, contact CCA at membership@ccamobile.org