



In difficult times we all need a helping hand.  
sdea has an excellent membership package  
which will light your way to a brighter future.



Bright sparks join sdea

**Watch your business grow from strength to strength with the Shop and Display Equipment Association's exceptional package of sales opportunities.**

"I am particularly pleased with the level and quality of the leads supplied by sdea. And the Meet the Buyer event is the most productive day of the year for our Sales Managers". **Tony Moscrop, Chairman, Dufaylite.**

"This year's Meet the Buyer event has again provided an incredible 'return on investment'. We showed our Staticgraphic product to Habitat at the Wednesday event, arranged a meeting for the following Monday and delivered our first job for them on the Friday." **Simon Olley, Managing Director, Stylographics**



### **The sdea Directory of Shopfittings and Display**

12,000 senior buyers and specifiers use the sdea Directory for sourcing retail display products and services.

#### **[www.shopdisplay.org](http://www.shopdisplay.org)**

A further 12,000 to 13,000 visit the online guide, every month.

#### **Infoline 01883 348911**

Our telephone information service is always busy linking buyers with our members producing more red hot sales leads.

#### **Meet the Buyer**

Our sell-out seminars where members meet face to face with senior buyers and specifiers from major retailers such as Asda, M&S, Fat Face, Mothercare, B&Q, Debenhams and TK Maxx.

# Grow your business

The sdea's influential position and incredible buying power means that you stay ahead of the game and save on your business costs.

"We received a prompt and courteous response, good service and very competitive premiums. We made the switch to the sdea facility after 16 years with our current broker. You don't make decisions like that lightly". **Nick Wraith, Joint Managing Director, United Aluminium Ltd**



# Increase your business potential

### **Legal Helpline**

Free legal advice on a vast range of legal matters 24 hours a day.

### **Business Insurance**

Very competitive premiums, broad cover and excellent claims service, plus support from an industry specialist.

### **Health & Safety and Employment Law Compliance**

10% discount available.

### **AA Breakdown Cover**

Save 50% off Roadside, Home Start and Relay for cars and light vans.

### **Retail Directory**

20% discount on the book or online version.

### **New! Industry Reports**

Up to £75 off over 700 reports.

### **New! Credit Insurance**

7.5% discount available.

Plus many more ways to save.

Join the UK's leading Shopfittings and Display organisation and unleash a wealth of sales leads, savings and services.

"sdea events have been extremely beneficial with much of the value coming from the networking outside of the meetings. We have found cross trading opportunities with other delegates at both the events we have attended." **Steven Senior, Director, Luminati**

"The sdea actually understands that the primary requirement of its members is to increase business opportunities." **Mark Gosen, Managing Director, DZD**



# A wealth of opportunity awaits you

## Be inspired by the PR Planner

Track over 200 retail trade journals and the shopfittings and display features that each is running with our invaluable free guide.

## Search our databases

It's always useful to have a reliable source of retail contacts!

## Network with other members

Be informed and increase your sales at our regular business seminars, conferences and social functions.

## Exhibitions

sdea represents you at industry shows at home and overseas and offers special rates for exhibitors at both In-Store in the UK and EuroShop in Germany.

**If you have been inspired, call us to find out more.**

**Shop and Display Equipment Association** 24 Croydon Road, Caterham, Surrey, CR3 6YR  
T: 01883 348911 F: 01883 343435 E: [enquiries@sdea.co.uk](mailto:enquiries@sdea.co.uk) [www.shopdisplay.org](http://www.shopdisplay.org)

# Application for Membership

I/We wish to apply for membership of the Shop and Display Equipment Association. I/We agree to co-operate in promoting the aims of the Association, to observe its Objects and Rules for the time being in force, to avoid any intentional copying of another member's products and generally assist in the promotion of a spirit of goodwill between members. I/We understand that this application is subject to the receipt of satisfactory references, a credit check and the approval of the Executive Council whose decision is final.

## Membership fee to 31st December - based on annual sales in our industry

Under £537,000	£537 plus VAT	<input type="text"/>
£537,000 - £987,000	£1 per £1000 plus VAT	<input type="text"/>
Over £987,000	£987 plus VAT	<input type="text"/>

1. Please describe briefly the products and services your company offers:

2. How long has your company been trading?

3. How many employees are engaged in this sector?

4. Please give your company's approximate annual sales in this sector:

I/We certify that to the best of my/our knowledge the information given above is correct and that no Director or Principal has been made bankrupt or, within the last three years, come to any arrangement with his creditors.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_