

s d e a

Retail display...



...it's our world



## A wealth of opportunity awaits you

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



### We'll bring you...

- Sales leads
- Networking opportunities
- Industry news
- Savings on business costs
- Legal advice
- Involvement in your community and much, much more...



## Grow your business...

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



### **The sdea Directory**

10,000 senior buyers and specifiers receive the sdea Directory for sourcing retail display products and services.

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

A further 12,000 buyers visit the online database *every month*.

### **Infoline - 01883 348911**

Our telephone information service is always busy sourcing retail display products and linking buyers with our members.

### **Meet the Buyer**

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



*“We regularly receive sales enquiries through the SDEA sales leads services. One enquiry has alone generated in excess of £30k of orders with more to follow. As a marketing tool our SDEA membership presents outstanding value.”*

Nick Wraith, Joint Managing Director, Unibox

*“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 at the Wednesday event, arranged a meeting for the following Monday and delivered our first job on the Friday.”*

Simon Olley, Managing Director, Stylo



## Increase your business potential...

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



### **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.

### **AA Breakdown Cover**

Save 49% on Roadside, Home Start and Relay for cars and light vans.

### **Retail Directory**

25% discount on the book or online version.

### **Private Healthcare**

Substantial savings through the **sdea** scheme

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

10% discount available.

**Credit searches, advertising rates, shopfitting equipment finance, industry conferences,**

plus many more ways to save.



*"The sdea insurance scheme saved us at least 20% on our previous premium"*  
Brian Simpson, Managing Director, Lansa UK Ltd

*"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, Unibox



## sdea, working for you

We are as passionate about our business as you are about yours and we work hard to make your membership work for you.



### **Network with other members**

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

### **Search our databases**

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

### **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.

### **Exhibitions**

**sdea** represents members at industry shows at home and overseas and offers

grants for UK exhibitors at EuroShop in Germany and InRetail in Dubai.

### **Shoptalk**

Members may submit news and product information for publication in the Association's online and printed publications



*“The sdea actually understands that the primary requirement of its members is to increase business opportunities.”*

Mark Gosen, Managing Director, DZD

*“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

## And finally...

15 reasons to apply for membership now:

- Free listing on the new **sdea** website, plus free hyperlink and keyword search reaching 140,000 visitors pa
- Free entry in all five sections of the invaluable **sdea** Directory of Shopfittings and Display
- Free access to 150 fellow members plus fantastic networking opportunities
- Free sales leads by telephone and email
- Free Legal Advice service, 24 hours a day
- Free PR Planner and Press Directory detailing over 200 trade magazines and forthcoming industry features
- Free Shoptalk newsletter and information bulletins
- Free Membership Certificate
- Free use of the **sdea** logo
- Free subscription to industry magazines
- Free brochure mailing service
- Free access to amazing discount arrangements on such diverse products as: AA membership, business insurance, shopfitting equipment finance, private health scheme, health & safety compliance, advertising rates, credit searches, industry conferences, car hire, exhibition stand space and much more
- Plus 'Meet the Buyer' day, Sales & Marketing presentations and Networking events.
- Plus grants at industry exhibitions in Germany and Dubai
- Priceless credibility from membership of your industry's Trade Association



If you share our passion for this industry, call Paula Morgan on 01883 348911 to discuss how we can help you, or complete the attached application and return it to the address below.

**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)  
W: [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 31 December 2012 - 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 \_\_\_\_\_