



BENEFITS OF ASSOCIATE MEMBERSHIP

Associate members of the World Floor Covering Association have the distinction of being part of the professional trade association that represents the entire floor covering industry. Legislative and regulatory matters are monitored through an ongoing lobby in Washington, DC. Through our industry research and educational programs, the WFCA keeps members informed of marketing trends and methods, in order to increase sales and upgrade professionalism within the floor covering industry. Showcasing membership in the WFCA enhances the reputation of all members, as a symbol of quality and reliability to consumers.

- Associate members are eligible to receive a **20% discount on exhibit space at TISE**, the premier floor covering marketing event sponsored by the WFCA.
- Receive a free subscription to *Premier Flooring Retailer*.
- Associate members receive **membership window decals**, representing commitment to the highest standards of ethics, quality, and reliability, as a member of the floor covering industry's professional trade association. Associate members also receive "**Code of Conduct**," suitable for framing.
- Associate members may participate in some of the WFCA member discount programs, such as **insurance plans and discount freight and discount payroll processing programs**.
- All WFCA member businesses, including Associate Members, are listed on the **WFCA Internet site directory** located at www.wfca.org, and member site links are included at no charge.
- A portion of each Associate member's annual dues is allocated to **supporting WFCA training and certification programs** designed to increase the sales effectiveness and professionalism of retail members, who are customers of the Associate member.
- All members receive a monthly e-subscription to **Nagle's News** that contains the latest news and information on the floor covering industry.
- Through their membership, Associate members invest in the WFCA's programs to provide **legislative monitoring and advocacy in Washington, DC**, as well as **marketing research** for the industry. The WFCA is the only organization that maintains a full-time lobby in Washington, DC on behalf of the entire industry.

The World Floor Covering Association (WFCA) welcomes into its membership all companies associated with the floor covering industry that are interested in joining forces to educate, advance and protect our industry.

Associate Member ". . . producing materials, selling materials, or providing services at wholesale, or otherwise supplying related products or services to the floor covering or related industries at wholesale." Associate members are not voting members of WFCA. **Membership categories and investment figures below represent a 12 month investment.** There are three current membership investment categories for associate members:

- **Manufacturer** - Manufactures products of any kind for sale to or within the floor covering industry. 12 month investment \$1,500.
- **Supplier** - Does not manufacture, and does not distribute floor covering to floor covering retailers or wholesalers, but sells or provides related products, materials, or services to members of the floor covering or related industries, (including franchisers). 12 month investment \$695.
- **Distributor** - Does not manufacture, but distributes floor covering products to floor covering retailers and wholesalers. 12 month investment \$695.

Membership in the WFCA is granted in the name of the business applying, not specific individuals associated with the business, although each member business does list a primary contact person.

Membership dues paid to the World Floor Covering Association are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary business expenses. WFCA estimates that 13% of your dues are not deductible because of WFCA's lobbying activities on behalf of its membership.



**WORLD FLOOR COVERING
ASSOCIATION**

2019 WFCA ASSOCIATE MEMBERSHIP APPLICATION

The undersigned hereby applies for **ASSOCIATE MEMBERSHIP** in the World Floor Covering Association, a non-profit trade association serving the floor covering industry. It is understood and agreed that this is a non-voting membership, taken in support of programs and other activities of the organization intended to promote the floor covering industry. Your investment includes your company's Co-Sponsor fee for the annual WFCA educational programs. It also entitles you to the Associate member discount for exhibit space at TISE.

The **ASSOCIATE MEMBER** classification of membership is available to manufacturers and distributors of floor covering products, and to suppliers of equipment or services to the floor covering industry. Associate members will be listed on WFCA's website www.wfca.org according to classification.

Date: _____ Company Name: _____

Company Rep: _____ Title: _____

Physical Address: _____

City: _____ State: _____ Zip +4: _____

Mailing Address:
(If different)

City: _____ State: _____ Zip +4: _____

Telephone: _____ Cell: _____ Fax: _____

E-Mail: _____ Website: _____

Social Media Handles:

Facebook: _____ Instagram: _____ Twitter: _____

Type of Business: _____

Number of Store/Operation Locations: _____ # of Employees: _____

2019 Associate Membership Options (Please Select Only One)

MANUFACTURER \$1,500

SUPPLIER \$695

DISTRIBUTOR \$695

Please Charge My Membership to: Master Card Visa Amex Discover

Card Number: _____ CVC: _____ Exp. Date: _____

Name on Card: _____ Amount: _____

Signature: _____

WFCA membership allows contact information sharing with key vendor partners.



**WORLD FLOOR COVERING
ASSOCIATION**

Please submit by email or print and return this form to:

The World Floor Covering Association
855 Abutment Road, Ste. 1 • Dalton, GA 30721
or fax to: 706.217.1165 • awelch@wfca.org