



MEMBERSHIP INFORMATION

SPESA (Sewn Products Equipment & Suppliers of the Americas) is an industry association for suppliers to the sewn products industry that includes apparel, upholstered furniture, home textiles, transportation interiors, leather goods, footwear, and industrial textiles. The suppliers are manufacturers and distributors of:

- Machinery, equipment, and related parts and supplies
- Systems
- Technology
- Supply Chain solutions
- Other products and services used for the development, manufacture, or distribution of sewn products

SPESA PROVIDES:

- A representative voice on matters that affect its member companies.
- Opportunities for sharing industry-specific and general business information, both for its members and their customers.
- A forum to advance its members' interests in the global marketplace.
- Opportunities for business and social interaction with other members and industry professionals.
- Marketing vehicles for its members to promote and showcase their products and services.

SPESA's VISION is to be the leading association serving the common interests and diverse needs of the suppliers to the sewn products industries.

SPESA's MISSION is to provide its members with the highest quality networking, educational, and marketing opportunities for advancing their businesses within the sewn products industries.

SPESA's CORE VALUES are:

- **Passion** ... SPESA purposefully and enthusiastically engages in activities that advance the interests of its members, the Association, and the sewn products industries.
- **Excellence** ... SPESA consistently delivers exceptional quality and value in all its endeavors, adhering to the best practices of industry and trade associations.
- **Integrity** ... SPESA consistently operates at the highest level of honor, truthfulness, and professional principles.
- **Service** ... SPESA provides direct and indirect benefits that consistently meet or exceed the expectations of its members and the sewn products industries.
- **Professional** ... SPESA conducts itself appropriately at all times, consistent with the best practices and principles.

SPESA is a member-driven organization that speaks for and acts on matters that affect the member companies. SPESA provides a forum to address the challenges of an ever-changing global marketplace.

GOALS AND OBJECTIVES

- **Networking Opportunities**

Promote and coordinate business and social interaction among its members and with other industry professionals.

- **Meetings:** Develop and produce meetings that maximize networking opportunities (Annual Meetings, Regional Meetings, Allied Association Meetings)
- **Industry Events:** Develop and produce (either solely or in conjunction with other industry organizations) industry-wide events that provide opportunities for social interaction with industry colleagues (both suppliers and customers) and allow SPESA members to forge new and renew

Sewn Products Equipment & Suppliers of the Americas

9650 Strickland Road | Suite 103-324 | Raleigh, North Carolina 27615 | USA
Tel: +1-919-872-8909 | Fax: +1-919-872-1915 | Website: www.spesa.org | Email: info@spesa.org



previous business and personal relationships (SPESA Expo, Allied Association Events, Industry Conferences, Industry Trade Shows)

- **Educational Opportunities**

Coordinate and provide opportunities for the sharing of industry-specific and general business information, both for its members and their customers.

- **Meetings, Conferences, Seminars, and Workshops**
- **"Behind The Seams"** – A free, bi-weekly Internet-based news service for the sewn products industry that is sent directly to more than 20,000 recipients. It provides the latest information for the sewn products industry and news from suppliers to the industry, along with a listing of upcoming events.
- **"SPESA Speaks"** – SPESA's newsletter has relevant information about SPESA's activities, member profiles, new member data, upcoming events, inter-association communiqués, and industry news.
- **"Market Update"** – This report provides market information to help SPESA members conduct business on a global basis. It contains country or market background information and current trade opportunities, as well as market- and trade-related data.
- **"Directory of Products and Services"** – Published "just in time" in both English and Spanish, the Directory is designed to make it easy to identify and contact companies that supply equipment, supplies, and services for the global sewn products industry.

- **Marketing Opportunities**

Provide its member companies with opportunities to promote and showcase their products and services through various mediums.

- SPESA Expo
- "Behind The Seams"
- Regional Trade Shows
- Web Sites
- Regional Trade Shows
- Member Profiles
- Seminars at Trade Shows
- Catalog Displays at Trade Shows
- Trade Missions
- Membership Directory
- Pavilions at Trade Shows
- "Agents/Reps/Distributors Directory"

- **Organizational / Administrative**

Maintain a viable organization that reflects the highest levels of volunteer and professional staff practices.

- Formalize the long-term financial plan.
- Coordinate formal investment strategies.
- Maintain an active committee base.
- Conduct member surveys.
- Formalize and communicate officer and Board obligations.
- Establish and measure membership goals and guidelines.
- Continue to increase SPESA name recognition.
- Implement an organizational marketing plan.
- Review/revise Bylaws.
- Build alliances.

PROFILE OF SPESA MEMBERS

- **Membership Qualifications** – Membership is available to individuals or corporations that are engaged in supplying or servicing the sewn products industry.
- **Supplier Membership** – is available to individuals or corporations that are engaged in or connected with supplying to the sewn products industry.



- **Associate Membership** – is available to individuals or corporations that are media representatives, trade show organizers, or another trade association.

MEMBERSHIP DUES

Membership dues are based on annual sales in U.S. dollars and are payable on the honor system. The membership year is May 1 through April 30 of each year.

| <u>Annual Sales</u> | <u>Member Dues</u> |
|---------------------------|--------------------|
| \$0 - \$2.499 million | \$850 |
| \$2.5 - \$4.999 million | \$1,500 |
| \$5.0 - \$9.999 million | \$2,500 |
| \$10.0 - \$19.999 million | \$3,500 |
| \$20 million and above | \$5,000 |
| Associate members | \$750 |

MEMBERSHIP BENEFITS

- **Market Updates** – This report, exclusive to SPESA members, provides market information to help SPESA members conduct business on a global basis. The Market Update provides country or market background information and current trade opportunities, as well as market-and trade-related information that may be of interest.
- **SPESA Newsletter – SPESA Speaks** – SPESA's newsletter, SPESA Speaks, is mailed to members, allied associations, and prospective members. It provides relevant information about SPESA's activities, member profiles, new member data, upcoming events, inter-association communiqués, and industry news.
- **Annual Meetings** – SPESA's Annual Meetings are highly anticipated and considered a valuable business advantage. The programs contain a wealth of information and deal with issues specific to the survival and growth of supplier companies that serve the sewn products industry. The Annual Meetings provide a once-a-year opportunity to network with industry friends and peers and to help benchmark your business, always at venues that promise good fun, good food, and good times!
- **Strategic Alliances** – SPESA believes in strategic alliances with key associations, both domestically and internationally, to increase market coverage, to promote trade shows, and to deliver educational information to our members and customers. SPESA has forged alliances with CNIV (Mexican apparel manufacturer), ABRAMACO (Brazilian equipment suppliers), AAFA (American Apparel & Footwear Association), JASMA (Japanese sewing machine association), VDMA (German machinery association), IFAI (Industrial Fabrics Association International), ANITEC (Nicaraguan apparel & textile manufacturers), CAMTEX (El Salvadoran apparel manufacturers), CSMA (China Sewing Machinery Association), VESTEX (Guatemalan apparel manufacturers), and ADOZONA (Dominican Republic Free Zones association), AHM (Honduras Manufacturers Association).
- **Directory of Products and Services** – Published "just in time" in English and Spanish, the SPESA Directory is designed to make it easy to identify and contact companies that supply equipment, products, supplies, and services for the global sewn products industry. Whether surveying the market or planning a modernization project or new facility, the Directory guides potential customers quickly to the right company and the right individual to contact.

VARIOUS EVENTS AND ACTIVITIES CONDUCTED

- **SPESA Expo 2010 (May 18-20, 2010 • Georgia World Congress Center, Atlanta, Georgia USA)** is the most comprehensive trade show for the sewn products industry in the Western Hemisphere. SPESA Expo serves all segments of the global sewn products industry. Manufacturers of sewn products can examine new technologies and processes, from the latest in software and pre-production solutions, to cutting and sewing and ironing and finishing, as well as support products and services, such as needles and threads.



- **Regional Trade Shows** – In addition to SPESA Expo 2010, SPESA also sponsors regional trade shows that provide unique and valuable - yet economical - venues for members to expand their reach and continue to grow their businesses.
- **Organized Pavilions for SPESA members** – At exhibitions in Europe, Asia, USA, and Latin America.

OPPORTUNITIES FOR ADVERTISING AND SPONSORSHIPS

- ***Behind The Seams*** – A free, bi-weekly Internet-based news service for the sewn products industry, *Behind The Seams* provides a valuable service to SPESA members and their customers. The news service contains the latest information from the sewn products industry and news from suppliers to the industry, along with a listing of upcoming events. Twice each month *Behind The Seams* is sent directly to more than 40,000 recipients with an even greater "pass along" readership. While this news service is partially supported by the SPESA treasury, it also relies upon advertising revenue.