

CCA Member Toolbox

CCA is a unique, growing, dynamic association for competitive carriers, but like many organizations, it is up to you to derive maximum value from your membership. We continually find that those members who benefit most from CCA are the companies that commit to being involved and take advantage of the many opportunities the association brings to your front door!

CCA offers opportunities for you to connect with other member colleagues and learn more about the policy and technical issues that impact your business. Some may require a commitment of your time and some may require your resources. But the amount of time and resources you wish to contribute is up to you. Here are the tools you need to be involved, and we hope you will take advantage of as many as you wish. Remember, we are here to help you, so don't hesitate to reach out. Welcome to the CCA family!

- **CCA Member Spotlight** – A fun, lighthearted way for CCA to help share our members' stories over social media. CCA will put together a company profile and share it via our social platforms, including Facebook, Twitter and Google+. It's a great way for CCA to share who you are, what you do and let others see a more personal side of CCA members.
- **CCA's Engagement Management System** – Connect and network anywhere, anytime and on any device with your online profile. Personalized self-service, social engagement and online communities are all ways to engage, stay connected and network with other members of CCA.
- **Member Events** – Market your company's event on the CCA website. CCA will post your event under our Events tab including a link to your website and online registration.
- **CCA Industry Development Programs** – These programs utilize an aggregate approach to launch solutions that 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. Contact Kim Caronchi at kcaronchi@ccamobile.org.
- **Press Releases** – Share your company's news with all members. Press releases are published on our website and a link is included in our monthly digital Press Bulletin. This is a free benefit and is available to CCA Members only.
- **Membership Directory** – Our membership directory is published annually with the most current contact information and is available only to CCA Members (we're very protective!). Its compact size makes it easy to take on the road or view the digital version online at www.ccamobile.org. **Member's Only Access.**
 - **Directory Advertising** – Advertising in our membership directory ensures your message is read throughout the year. Associate Members are contacted each year by Naylor, our publisher, to create an advertising program that meets your needs and budget. More information may be found on our website.
 - **Member Company Listings** – The membership directory contains a complete, comprehensive listing of each carrier, associate and affiliate member. These listings contain names, titles and contact information for some of the key players in each company. This list also is available online as an Excel spreadsheet. We think this in itself is well worth your membership fee!
 - **Additional Copies** - Each member company automatically receives two copies of the membership directory. Additional copies may be purchased.

- **Press Bulletin** – This publication is emailed to our entire database each month containing member and CCA news. Use this publication to reach out to fellow members and CCA contacts.
 - **Submit an article** – Be an expert in your field with a featured article. Articles must be for information purposes only (no “commercials,” please) and will include an email link to the author. * See pricing below.
 - **Sponsor a Bulletin** – Each month, we offer the opportunity to sponsor the Press Bulletin. The sponsorship will be in the form of a banner advertisement with a link to your website at the top of the page. To fill out the form online, please visit the CCA website or contact the CCA office for more information.
- **CCA Webinars** – CCA hosts numerous webinars each year on a variety of timely subjects of interest to our members. Your participation in these webinars helps make them a success, and they are free of charge for attendees!
- **Sponsor a Webinar** – Share your expertise by sponsoring a webinar. We work with you on a topic and date and will market your webinar. CCA members receive major discounts on webinar sponsorship.
- **CCA Events** – Each year, CCA holds its Mobile Carriers Show in the spring and the Annual Convention in the fall. In addition to significantly lower registration fees, CCA members have the opportunity to connect with other members through exhibit booths and sponsorships. If you choose to exhibit or sponsor at an event, we make sure your company is heavily promoted through brochures, online and at the event. Contact events@ccamobile.org for more information on exhibitor and sponsorship opportunities at our events.
- **The CCA Voice** - Submit an article and/or advertise in *The CCA Voice*, our bi-annual magazine. Members may submit articles for free and may contact Naylor for advertisement options and rates. *The CCA Voice* is an excellent way to have your voice heard not only by fellow CCA members but by others in the wireless community and policymakers in Washington, DC. Each member company receives 3 copies of the magazine, and a digital version is also available on CCA’s website.
- **Website Banner Ads** – Banner ads appear at the top of the home page of our website. To ensure maximum coverage, a maximum of 5 banner ads appears on a rotating basis at any given time. For specifications and more information, please contact the CCA office at administrator@ccamobile.org.
- **Committee Involvement** – Get involved in one of our standing committees. The Associate Member Committee, the Washington Representatives Group and the Events Committee are open to all members. Participation on our committees is one of the best ways to stay involved with CCA.
- **Take Action** – CCA is updating our Take Action portal to provide CCA Members with information on key policy issues, pending legislation, and access to voter resources. This advocacy tool will provide members with the opportunity to quickly and easily write your Members of Congress about competitive issues. Join CCA’s efforts to educate and advocate before a new Congress and new Administration on issues crucial to your company and the competitive wireless industry. For more information contact Tim Donovan at tdonovan@ccamobile.org or Maribeth Collins at mcollins@ccamobile.org
- **CCA PAC** – CCA’s Political Action Committee, CCA PAC, was formed in order to increase awareness about competitive carriers. CCA PAC supports candidates for Federal office that support or are in policy making positions to impact competitive carriers. To find out more, please visit www.ccamobile.org/PAC and complete the CCA PAC authorization form.

Pricing Structure				
Benefit	Available to CCA Members	Available to Non Members	Monthly Rate	Quantity Discount Available
Member Events	X		FREE	n/a
Member Spotlight	X		FREE	n/a
Press Release	X		FREE	n/a
Membership Directory Advertising	X	X	Naylor Advertising Rates Apply	No
Membership Directory Listing	X		FREE	n/a
CCA News Article Submission	X		\$500	n/a
CCA News Sponsorship	X		\$300	Yes
CCA Webinar Panelist	X		FREE	n/a
CCA Webinar Sponsorship	X	x	\$2,000 member / \$5,000 non-member	Yes
Events - Sponsorship, Exhibit Booth	X	X	Varies	No
CCA Voice Article Submission	x	X	FREE; Priority given to members	No
Website Banner Ad	X		\$200	Yes
CCA Committee Member	X		FREE	n/a

For more detailed information or to take advantage of any of these benefits, contact administrator@ccamobile.org