



Retail Bakers of America - Allied Membership

Allied members are suppliers/vendors providing a product or service to members of the retail baking industry.

Become an Allied member and reach your target audience – the nation’s retail bakeries. Retail bakeries look to you, their business partners, to help control costs and improve operations. Connect with potential customers and show your support of the industry by joining RBA today! Consider enhancing your membership experience by upgrading your membership to the RBA Allied GOLD Level and receive additional benefits!

ALLIED

\$350.00 (valued over \$750)

ALLIED GOLD*

\$750.00 (valued over \$1,500)

- ◆ **Advertising** – Make your display and classified advertising efforts count by reaching retail bakery owners in *The Business Owner* newsletter (bi-monthly), *Baker’s Rack* magazine (quarterly), and the online RBA Update (monthly). RBA Allied members receive 10% off advertising rates. Consult the RBA Media Guide for rates.

RBA Allied GOLD members receive an additional 5% off the cost of advertising!

- ◆ **Baker-to-Baker e-group** – Keep your ears to the ground to better understand the needs of our members.
- ◆ **Classified Listings** – Place your classified advertisement in our online classifieds section, listing employment and business opportunities, equipment and bakery sales, as well as educational course offerings through members.
- ◆ **Member Benefit Programs** – RBA’s affinity programs provide members with discounts and other cost savings opportunities.
- ◆ **Exhibiting** – Network with industry professionals at RBA conferences, including the annual American Bakery Exposition. Plus, receive the “RBA Allied Member” recognition bakeries look for.

RBA Allied GOLD members receive priority booth selection at the American Retail Bakery Exposition! Plus, receive two complimentary registrations to RBA annual meetings!

- ◆ **Mailing List** – Reach hundreds of bakeries with an RBA mailing list rental. Allied members may request a complimentary membership list rental for a one-time use at no charge. Additional list rentals are \$250 per list.

RBA Allied GOLD members may request additional list rentals during the membership year at no charge!

- ◆ **Membership Directory** – Receive a listing in the online directory, plus have access to search for members. Your company will also appear in the Retail Bakers Industry Search tool from RBA’s homepage – leading customers directly to your website.
- ◆ **Members-Only Website** – Receive exclusive access to the members-only area of RBA’s website, where you will find additional resources.
- ◆ **RBA Logo** – Show your support of the industry and add value to your marketing efforts by adding “Member of the Retail Bakers of America” to your collateral. Display your membership window decal for each year of active membership.
- ◆ **Retail Bakers Industry Search** – Lead bakeries directly to you with a link from RBA’s website to your company’s home page. Complete with search and print capabilities, your company’s listing can include a description of the products and services you offer, contact information and company logo. Members receive extensive discounts!

RBA Allied GOLD members stand out with a “GOLD Member” flag next to their listing!

- ◆ **Sponsorship** – Create an industry image with RBA sponsorship opportunities at the American Retail Bakery Exposition. Attendees will appreciate your support of the industry, and will remember your company name and logo long afterwards. Plus, Allied members are offered the opportunity to educate retail members on their product/service through a Webinar.

RBA Allied GOLD members receive one FREE Webinar presentation opportunity! Look to the Media Guide for more info.

- ◆ **Subscriptions** – Keep in-tune to industry news and events with your complimentary subscriptions to:
 - *Baker’s Rack* – RBA’s official publication. A quarterly magazine with stories written by members, for members
 - RBA Update – E-newsletter providing the latest industry news and information
 - RBA NewsBrief – Weekly e-source providing comprehensive news briefings of the week’s top industry stories.
 - Flour Facts – Weekly e-newsletter providing valuable information on this commodity.

**Join the Retail Bakers of America TODAY to begin taking advantage of these special benefits!
A membership application is located on the reverse side of this information sheet.**