

BESA

BUILDING ENGINEERING
SERVICES ASSOCIATION

Affiliate Scheme Benefits

**Manufacturers, Distributors, Technology Providers
& Professional Services Providers**



Opportunities to be seen



BENEFITS	BESA AFFILIATE BRONZE	BESA AFFILIATE SILVER	BESA AFFILIATE GOLD	BESA AFFILIATE PLATINUM
Free annual 'The BESA Book' with details of all BESA Members plus free 'Your BESA' & E-News	✓	✓	✓	✓
Welcome announcement in 'Your BESA' & 'E-News'	✓	✓	✓	✓
Welcome 'Feature Editorial' in 'Your BESA'	£750 Half Page	£500 Half Page	Free 1/4 Page	Free Full Page
Social Media welcome	1 Welcome Tweet	1 Welcome Tweet	1 Welcome Tweet	1 Welcome Tweet
BESA approved logos for use on your Website/letterhead etc.	✓	✓	✓	✓
'BESA Book' directory listing including Affiliate Logo and brief description of business activity	✓	✓	✓	✓
Website listing including Affiliate Logo, brief description of business activity and hyperlinks to your website	✓	✓	✓	Link to a Spotlight Page on the BESA Website
Free 1 month BESA website banner	✗	✗	✓	✓
Discounted advertising in 'The BESA Book'	10%	12%	15%	20%
Discounted website Banner Advertising	10%	12%	15%	20%

*(Option to upgrade)

Opportunities to be seen continued

BENEFITS	BESA AFFILIATE BRONZE	BESA AFFILIATE SILVER	BESA AFFILIATE GOLD	BESA AFFILIATE PLATINUM
Discounted advertising in 'Your BESA'	10%	12%	15%	20%
Discounted advertising in 'E-News'	10%	12% for Up to 1 News Related Article Per Year	15% for Up to 2 News Related Articles Per Year	20% for Up to 3 News Related Articles Per Year
One case study in conjunction with a BESA member	£1,000	£750	£250	Free of Charge
Discounted opportunities to sponsor the BESA National Conference & Awards	POA	POA	POA	POA

Added value opportunities

BENEFITS	BESA AFFILIATE BRONZE	BESA AFFILIATE SILVER	BESA AFFILIATE GOLD	BESA AFFILIATE PLATINUM
Access Pensions and Benefits products available through Welplan	✓	✓	✓	✓
Use of the lounge area at BESA's St Katherine's Dock Offices, London	✓	✓	✓	✓
Access to a key account manager	✓	✓	✓	✓

Opportunities to be heard



BENEFITS	BESA AFFILIATE BRONZE	BESA AFFILIATE SILVER	BESA AFFILIATE GOLD	BESA AFFILIATE PLATINUM
Meet other Affiliates to form Specialist Interest Groups	✗	✗	✓	✓
Introductions to 3rd party Specialist Industry Groups i.e. BESA arrange a meeting with a Trade Association or Partner	✓	✓	✓	✓
Opportunity for an invitation to participate in a BESA Technical Specialist Group	✓	✓	✓	✓
Opportunity for an invitation to participate in one of BESA's Public Sector Forums	✓	✓	✓	✓
Exhibit at Regional Meetings	Up to 4 Per Year with Pull-Up	Up to 6 Per Year with Pull-Up	Up to 8 Per Year with Pull-Up	No Limit with Pull-Up
Host a Regional Event at Your Premises	✓	✓	✓	✓
Sponsor a Regional Meeting Including 20 minute Presentation	£500 Each	£250 Each	£100 Each	Free of Charge

Opportunities to learn



BENEFITS	BESA AFFILIATE BRONZE	BESA AFFILIATE SILVER	BESA AFFILIATE GOLD	BESA AFFILIATE PLATINUM
Purchase BESA Technical Publications at Discounted Rates	30%	30%	30%	30%
Subscribe to SFG20 at Discounted Rates	×	×	5%	10%
Sponsor an industry bulletin that supports membership	£3,000	£2,000	1 at £1,500 others at £2,000	1 at £1,000 others at £1,500
Contribution to a BESA Technical Standard or BESA Technical Bulletin (subject matter requires BESA specialist group approval)	✓	✓	✓	✓
Apprenticeship Guidance Available from BESA Training	✓	✓	✓	✓
BESA Approval of your Training Scheme (subject to costs and onward quality assurance and certification)	POA	POA	POA	POA
Become a BESA Network Training Centre (subject to costs and onward quality assurance and certification)	✓	✓	✓	✓

TOTAL COST

£2,500

£4,000

£7,000

£10,000

If you would like to find out more or start your application to join the affiliate scheme, please contact Kevin Kingaby on kevin.kingaby@thebesa.com