

"The Mission of AALAS Allied Trade Association (ATA) is to advance and protect the business interest of its membership to and for the benefit of the Laboratory Animal Science Community"

The Allied Trade Association (ATA) is an association of independent companies selling products and services to Laboratory Animal Research Companies and Facilities. For over 50 years, the ATA has represented the interest of commercial businesses at National AALAS meetings and more recently the LAMA-ATA meetings. ATA members on AALAS committees and advisory councils provide expert consultation on a variety of common interest including, technical trade presentations, national meeting site selection and dedicated non-compete exhibit hall time.

Our members are companies that produce the latest innovations, products and services that are critical components necessary for quality animal research and encompass all aspects of research resources including the animals, caging, environmental control, testing equipment, personal protection, contract testing services and much more.

Each year ATA member companies spend millions of dollars in support of National AALAS, local AALAS branches, LAMA and other Laboratory Animal Science meetings. In addition, ATA members support Scientific Journals, trade publications, AALAS and LAMA foundation and other outreach programs.

ATA membership and benefits

- **Annual membership fee \$ 175.00**

Membership includes 1 voting member and inclusion of an unlimited number of your employees on the ATA circulation list for the Newsletter, e-mail and social media activities.

- **Discount booth registration**

ATA members receive a \$50.00 discount off the cost of a booth at AALAS National meetings.

- **Exhibitor Priority Points**


Base points starting for accrual will be 1955. Starting in 1955, a company exhibiting at the National AALAS meeting is awarded 1 point.

One additional point is awarded for ATA consecutive annual membership. Beginning 1988 each ATA member exhibitor receives 1 point for ATA membership. No points awarded if the exhibitor misses a year of ATA membership. The combined points tally is maintained and verified by the AALAS national office.

Exhibit priority points are an important factor in booth selection and choice of location; companies are contacted in points order to make their booth selection. The booth application and Priority Point deadline to AALAS is usually early February and after this date all booth applications are entered on a first come first served basis.

- **ATA/AALAS New Product Showcase**

The ATA New Products Showcase is an exclusive literature exhibit, sponsored by the Allied Trade Association and designed to promote better attendance in the Exhibit Hall and increasing visibility of members' new products. The opportunity is exclusive to ATA members; a new product is defined as a product that has been introduced by your company to the market since the last National AALAS meeting and is subject to acceptance. Literature is displayed in a prominent location outside the exhibit hall coupled with a second display in the lounge area of the hall.



Supporting the AALAS Community Since 1955

- **Informative Business Card**
Provided to attendees at National and regional AALAS meetings



- **Recognition Ribbon**
Provided to all booth attendees the ribbon which attaches to the exhibitor badge recognizes your company's association with the ATA.
- **Newsletter**
3-4 issues per year
- **LinkedIn Group**
Effective January 2014 the ATA LinkedIn group will create a venue for news and feature of interest to members and customers and a forum for discussion and exchange of ideas.

AALAS National Meeting Site and Review Committee (NMSRC)

- **Voting privileges for National AALAS meetings**
NMSRC consists of the following members; Chair – Past-President AALAS, Past Chair National Meeting Program Committee, Chair National Meeting Program Committee, Chair EAC, Vice Chair EAC, ATA President, ATA President Elect, AALAS Executive Director, AALAS Legal Counsel, AALAS Staff Liaison. The Chair takes the recommendation of the NMSC for presentation to the BOT who are responsible for the final selection of the site.
**The NMSRC recommends to the AALAS Board of Trustees (BOT) (for review and consideration/approval), with written, formal evaluations, the best available sites for the National Meeting several years in advance of the proposed National Meeting.*

AALAS Exhibitor Advisory Council (EAC)

- **Advisory council to AALAS**
- **Reviews exhibitor prospectus, rules and regulations and dedicated non-compete times**
- **Voting privileges to NMSRC**

**ATA has four representatives from exhibiting companies who are ATA and AALAS Members. The appointments represent a cross section of AALAS exhibitors to include small-booth companies (1-2 booths); medium-booth companies (3-5 booths); and large-booth companies (6 or more booths). AALAS selects council members using same criteria. Members of EAC also include, AALAS Past President, Chair National Meeting Program Committee, Vice-Chair National Meeting Program Committee, AALAS Executive Director, AALAS Legal Counsel, AALAS Staff Liaison plus two AALAS Trustees as liaison to the BOT.*

Laboratory Animal Management Association (LAMA)

- **Voting Privileges on LAMA Executive board**

ATA Director At Large is a voting position on the LAMA Executive Committee. Position is held by the ATA President-Elect.

- **LAMA Review on-line magazine with an ATA up-date section, problem solving forum.**

LAMA Review is an on-line publication with a circulation of 900 including, operation managers, animal care and other professionals. The ATA brand includes updates, business solutions and problem solving articles.



ATA/LAMA Company Benefits

- **Discount registration to the annual LAMA-ATA meeting**

ATA members receive a single \$50.00 registration discount to the LAMA-ATA annual meeting.

- **Speaking opportunities**

LAMA will offer ATA members the first right opportunity for speakers and presenters at the LAMA-ATA meeting.

Advantage Business Media (ALN Magazine)

- **ALN Magazine , Circulation of 12,000 +**

- **ATA update section**

Features include people and industry news, ATA business, meetings announcements and company profiles.

- **ATA logo attachment in ALN Magazine Product Focus and Product News**

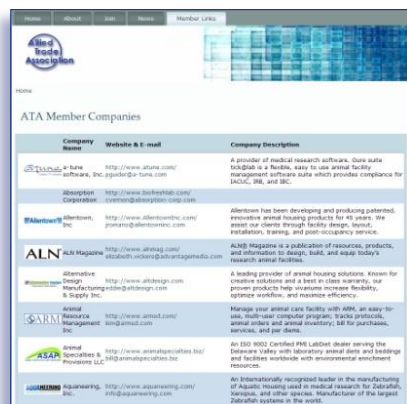
Products on display in the Product focus or product News section will have an ATA logo attached to the product information section. This logo provides company recognition as an ATA member.



Supporting the AALAS Community Since 1955

ATA Website

www.go2ata.org



- Website portal to your website
- Logo and company profile
- Meeting information, Newsletter

ATA Industry Awards

- **Floyd Poling Award**
“Awarded to a worthy member who has served this organization well”. The Floyd Poling Award commemorates the ATA founder and his important vision for cooperation.
- **Industry Innovation Award**
This award recognizes an ATA company and or employee of a company who has been responsible for developing an apparatus, product or service that has been adopted into general lab animal science use.
- **Robert O. Boyington Lifetime Achievement Award**
Lifetime Achievement award is a life membership with the ATA and is available to ATA members who have either a) reached the age of 65 and have been a continuous ATA member in good standing for 20 years, or b) completed a term as president of ATA. The Robert O. Boyington Award commemorates Robert Boyington’s four decades of service to the ATA.

AALAS Branch and District Meetings

- Expert consultation for meetings where exhibits are included.