Dear Industry Leader,

The Window Coverings Association of America (WCAA) works diligently to provide our members with the tools they need to expand their businesses -- better education, great networking opportunities, and direct access to the industry’s best suppliers of products and services. WCAA's members -- workrooms, interior designers, and installers -- look to our Industry Partners for the latest equipment, current technology, applications, fabrics, trends, and solutions that will provide them with the new ideas and guidance on ways to operate their businesses more efficiently.

By becoming an Industry Partner, you not only will be demonstrating to one of your niche target markets that you are a committed supporter of their industry, but you will also be given the tools you need to build a strong working relationship with them. WCAA has designed Industry Partner levels for both large and small budgets. Whether you choose to become a Platinum or Bronze Level Industry Partner, we will ensure that your company stands out as we actively promote your involvement with the Association.

The benefits of becoming an Industry Partner are concentrated on what you care about most -- expanding your visibility in front of, and gaining direct access to, WCAA's ever-growing, valuable membership.

WCAA is the only national non-profit trade association dedicated to the retail window coverings industry. From veteran professionals with decades of window coverings experience to young adults just beginning or changing their careers, to students striving to become tomorrow’s best, we are the association of choice for almost 1,000 leaders in our industry.

Enclosed is a full list of Industry Partner levels and their associated benefits. You can reach me directly at (919) 263-9850 or email renee@wcaa.org to discuss further. Don’t delay; become a WCAA Industry Partner today!

Sincerely,

Renee Gurganus, Executive Director
Window Coverings Association of America
PO Box 11317 | Wilmington, NC 28404 | www.wcaa.org
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<th>PARTNERSHIP LEVELS &amp; BENEFITS</th>
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| **BRONZE $800** | Listing in WCAAs online IP Directory  
Priority Ranking for sponsorship of WCAA events  
WCAA Membership List quarterly  
Three individual e-mail campaigns via WCAA  
Three articles in the WCAA IP news e-mail blasts & social media  
Invites to all WCAA National events at member cost  
(NEW!) Opportunity to present educational webinars to members |
| **SILVER $1550** | All benefits included in our **BRONZE PACKAGE**, plus:  
+3 additional IP e-mail newsletter submissions (6 per year)  
+1 individual e-mail campaign via WCAA (4 per year)  
+1 company special event promotion (1 per year) |
| **GOLD $2550** | All benefits included in our **SILVER PACKAGE**, plus:  
+2 additional IP e-mail newsletter submissions (8 per year)  
+1 company special event promotion (2 per year)  
+Logo on Lunch & Learn cover slides  
+1 complimentary pass to WCAA event  
+4 individual e-mail campaigns sent via WCAA |
| **PLATINUM $5050** | All benefits included in our **GOLD PACKAGE**, plus:  
+1 complimentary local or virtual chapter membership  
+Priority ranking for sponsorship of WCAA event  
+2 additional IP e-mail newsletter submissions (10 per year)  
+1 individual e-mail campaign via WCAA (5 per year)  
+1 company special event promotion (3 per year)  
+1 complimentary pass to WCAA event (2 per year)  
Logo on Lunch and Learn cover slides |
| **DIAMOND $8000** | All benefits included in our **PLATINUM PACKAGE**, plus:  
+1 complimentary local or virtual chapter membership (2 per year)  
+1 additional IP e-mail newsletter submission (11 per year)  
+1 individual e-mail campaign via WCAA (6 per year)  
+1 company special event promotion (4 per year)  
Featured logo on all Lunch & Learn cover slides |

**Our Industry Partner benefits are sure to boost your visibility, audience, and profitability! No matter what budget you’re working with, we have a package that will work for you to help reach your business goals.**

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**ADVERTISE WITH WINDOW VIEW**

Since 2013, WCAA has partnered with MultiView to produce Window View, a bi-weekly email publication sent to all members of WCAA. As an Industry Partner of the association, you have the advantage of promoting your product, service, or company within this leading digital publication, delivering your message to a highly targeted and professional audience. On occasion, a MultiView marketing consultant may reach out to you about this opportunity. MultiView is the association world’s largest B2B publisher and has a long history of selling digital advertising positions into association publications.

Window View combines the authority of our association with the relevancy of top industry content, putting your business in front of potential buyers in a way that makes you stand out. With industry-leading open rates, a mobile-responsive design, and full-service creative and account management teams, your company can connect with your niche audience in a direct way they’re sure to see.

If you are interested in featuring your company in Window View, or would like to learn more about advertising opportunities on the WCAA website, please contact David Reeder at 972.910.6812 or dreeder@multiview.com

For more information on how to become an Industry Partner, contact WCAA Executive Director Renee Gurganus, at 919-263-9850 or e-mail renee@wcaa.org
STATE OF THE ASSOCIATION

WCAA MEMBER PROFILE
Business Owner | 1-5 Employees
Average Revenue:
$250,000 - $500,000
WCAA member for avg. 10-15 years
62% have been in business 15+ years
68% are loyal to our Industry Partners
& regularly make purchases
90% are asking to see Educational Webinars
from our Industry Partners

WCAA CHAPTER PROFILE
Chapter Size: between 10-94 members
Average Size: 28 members
All of the Chapters Aim to Grow!

WCAA NATIONAL STATS
Current members: 600 & growing!
Industry Partners: 36 | WCAA Chapters: 11
Average of 2 new members per week!

CURRENT CHAPTER LISTING

NORTHEAST
Eastern Massachusetts Chapter
Maryland Chapter
Southeastern Pennsylvania Chapter
New Jersey Chapter

SOUTHEAST
Atlanta, Georgia Chapter
Charlotte, North Carolina Chapter
Triangle, North Carolina Chapter
Northern Virginia Chapter
Richmond, Virginia Chapter

MIDWEST
Indiana Chapter

OTHER
Virtual Chapter

Join our tribe today
Current WCAA INDUSTRY Partners

**GOLD**
Antique Drapery Rod
Curtains & Soft Furnishings Resource Library
Hanes Fabrics
LuAnn Nigara
Merrill Y Landis, LTD

**PLATINUM**
Ogallala Comfort
The Sew Much More Podcast
SmartPad Pro
United Supply Company
Window Fashion Vision Magazine

**SILVER**
Workroom Tech
Mermet

**BRONZE**
American Down & Feather
BlindMatrix Software
The Bradley Collection
CDH Decorative
Charlotte Fabrics
Comfortex Window Fashions
Custom Window Accents
Designers Resource
DreamDraper
Harris Pillow Supply

Helser Brothers, Inc.
Orion Ornamental Iron, Inc.
Porter Preston
Pro Design LLC
Redi Shade
Socialite
Stevenson Vestal
Tiger Window Fashions
Trend
The Workroom Channel
VAKO Blind/Curtain Components