

## Corporate Member Benefits and Guidelines 2021

Member Benefits	Guidelines
12 months membership from date of joining	Refer to the PA Ltd Constitution and Terms and Conditions regarding the joining process.
Membership card	
Voting rights at AGM	Financial members (with the exception of Affiliate members) are entitled to vote at the annual general meeting.
Members only access for organisation representatives (bundles)	This enables members from the same organisation to 'bundle' employees who work directly for them or within the same organisation. 'Bundled' members or representatives must be registered under their membership by the bundle administrator for access to member benefits including a website login and discounts to Parking Australia events.
Referrals to PA members (on enquiry)	If Parking Australia receives an inbound call seeking a product or service, we will refer the enquiry to corporate members at this level.
A presentation at the PA Board meeting	This entitles you to a meet and greet with the Parking Australia board members and the opportunity to deliver a 30 minute presentation about your organisation at a Parking Australia board meeting.
Notification of new members	When a new Parking Facility Member (PFM) joins the association you will be advised by email.
Co-branded company specific surveys	This allows for branding of your organisation to be present on specific and relevant Parking Australia surveys and polls. This will include the organisation's logo only and will be based on your agreement to participate.
Annual sector report card presence	
E-newsletter(s)	
Free access to the Parking Insider	Parking Insider is the monthly newsletter with relevant and sometimes exclusive news for members.
Logo on each edition of the Parking Insider	This entitles you to have your company logo present on each edition of Parking Insider. Location of your logo will be determined based on your level of membership. Please refer to the membership benefits matrix.
Editorial columns/articles in Parking Insider	Please refer to the membership benefits matrix for your allocated number of editorial columns/articles that you are entitled to.

Banner image & hyperlink in the Parking Insider	Banner image to feature in the Parking Insider e-newsletter with a hyperlink to your website (or site of your choice). Member supply banner in dimensions of (665px by 190px) and advise of hyperlink.
<b>Electronic Direct Marketing (EDM)</b>	
Dedicated EDM on topic of your choice	A dedicated electronic mail circulated to Parking Australia's database that features content of your choice (subject to approval from Parking Australia). This could be promotion of one of your products, services or events. Please refer to the membership benefits matrix for you allocated number of EDMs. <i>N.B - Corporate members are responsible for supplying the content of EDMs as either html or text and graphic elements.</i>
<b>Website</b>	
Logo on homepage of PA website (rotating, shared)	Rotating logo of corporate members at a specific level with a link to the corporate member's website.
Business profile in the Supplier Directory	This entitles your organisation to a business profile including logo, website address, name and email address (visible only to members).
<b>Events</b>	
Members only rates for events	Discounted member rates will apply for events as a great saving.
Primary sponsorship of event	Opportunity to make an introductory speech at a Parking Australia networking event or Learning Lab
Brand exposure at all events	Opportunity to display a pull-up banner and printed brochures or flyers at a Parking Australia networking event or Learning Lab. Plus your company logo on promotional EDMs prior to the event.
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Priority invitation at events	You will have priority access to all invitations prior to general release.
Priority invitation to international trade delegations	On occasion PA attends international parking events and organises trade delegations with discounted airfares and exhibition space.
Complimentary VIP ticket to events	This may include state/federal budget events, press club luncheons, sporting or charity luncheons.
Priority sponsorship for annual conference	Your organisation will receive a priority invitation and availability notice of sponsorship prior to general release.

Priority sponsorship for the Parking Industry Awards	Your organisation will receive priority notification of categories and availability, as well as additional promotions during the event prior to general release.
<b>Education</b>	
Members only access to knowledge bank & podcasts	Members and bundled representatives have access to online resources including presentations, podcasts, e-library and case studies.
Recorded presentation for PA website	Opportunity to make a recorded presentation for inclusion on the Parking Australia website on a topic of your choice, subject to approval from Parking Australia.
<b>Corporate Discounts</b>	
Access to corporate discounts	Details of each corporate discount is available via the members resources area of the Parking Australia website. Please login with your username and password to access this information.
<b>Additional Benefits</b>	
Brand/ product exclusivity partnership	This level of exclusivity is through presentation to the Board of Directors and assessment by the finance and governance committee.