

Membership Brochure

ASSISTIVE TECHNOLOGY INDUSTRY ASSOCIATION

What is ATIA?

ATIA is a not-for-profit organization, led by a full-time Executive Director with a supporting professional association and conference management staff. There is a member elected Board of Directors with two-year terms of office. Member companies have full access to Board members and an array of volunteer opportunities.

Member companies cover all aspects of the Assistive Technology spectrum, including:

- Augmentative and Alternative Communication
- Blind/Low Vision
- Computer Access/Web Accessibility
- Information Technology Companies
- K-12 and Higher Educational Technology
- Deaf and Hard of Hearing
- Practitioner and Educator Organizations
- Distribution and Service Provider Organizations
- Local, National and International Organizations

For a full listing of ATIA members and their products, visit ATIA's online member directory at www.atia.org/members.

Connect with New Customers and Key Contacts

Since 1998, the Assistive Technology Industry Association (ATIA) has been providing a community for companies who offer innovative technologies and services to enhance learning, working, and independence for people with disabilities. Our mission is to serve as the collective voice of the Assistive Technology industry so that the best products and services are delivered to persons with disabilities.

Members of ATIA include for-profit, not-for-profit, and private organizations located across the globe. ATIA is the premier organization for manufacturers, sellers and providers of technology-based assistive devices and/or services. Our members also include many of the IT community who are taking a leadership role with their accessibility initiatives.

Gain Exclusive Member Benefits

At ATIA, our principal goals for membership are to provide you with unique opportunities to grow your business and to connect you to a community of peers to actively influence and enhance the industry. Some of these core member benefits include:

Expand the reach of your products and services in the marketplace

- ATIA Conferences in Orlando and Chicago
 - Guaranteed educational session spots at the ATIA annual conferences
 - Discounts on exhibit booth space and advertising
 - Exclusive sponsorship opportunities
 - Early selection of exhibit booth space at ATIA's annual conferences
- ATIA Leadership Forum on Accessibility
 - Discounts on sponsorships
- Showcase new product launches on the ATIA Web site prior to the annual conferences
- Access to media events through the conference and other activities
- Year-round exposure and communication
- Visibility on ATIA's Web site with a link to your company's Web site
- Opportunities for enhanced marketing and outreach
- Unique ATIA programs such as webinars, ATOB Journal, and alliance programs

Join a collective voice around the world

- Updates on critical business and legislative issues that affect our industry
- Subscription to an e-newsletter exclusively for ATIA member companies
- Participation and influence on committees within ATIA – Includes special interest groups based upon market segments
- Public awareness around AT issues
- Leadership role in promoting AT to all stakeholders
- Represents the interests of AT to business, government, education, and the many agencies that serve persons with disabilities
- Represents the interests of AT to standards development groups
- Network with colleagues outside your workplace
 - Peer to peer within AT market segments and across AT market segments
 - Promotes dialogue between AT and IT

Membership Options

Prices reflect current membership fees and are subject to change without notice. Please contact ATIA for details and qualifications.

Regular Membership in the association is open to manufacturers, suppliers, service providers and distributors of assistive technology devices for persons with disabilities worldwide. Divisions and departments of larger organizations, where the primary mission fits the membership criteria, are also eligible. Regular Members hold full voting rights.

Membership criteria*:

- Available to for-profit organizations who manufacture, sell, resell, or distribute an assistive technology product or service.
- Available to not-for-profit organizations if they sell or resell assistive technology products and services.
- Available to research and development organizations if they develop assistive technology or sell or resell assistive technology products and services.

**Membership applications are reviewed and approved by the ATIA Membership Committee.*

Regular Membership Fees:

- Annual revenue less than \$500,000 or in the first year of operation: \$650
- Annual revenue of \$500,000 to \$99 million: \$1,250
- Annual revenue more than \$99 million: \$4,600
(Represents the revenue of the corporate parent)

Business units within a member company may join as additional members at the appropriate level given the revenues for the unit.

Associate Publisher Membership is available to organizations involved in the publication of electronic, print and/or alternative formats of media associated with persons with disabilities.

- Associate Publisher Membership: \$650**

Associate Distributor Membership is available to organizations and individuals involved in the distribution or sale of products or services within the industry, such as dealers, sales representatives, VARs, manufacturer's representatives, etc. Subsidiaries or divisions of an organization eligible for Regular Membership may not be granted Associate Distributor Membership unless the parent company or organization is a Regular Member of ATIA.

- Associate Distributor Membership: \$200**

***Membership at the Associate level does not carry association voting privileges.*

Alliance Partner Program

Not-for-profit organizations that do not fit the membership criteria may be interested in discussing the Alliance Partner Program. Please contact ATIA for additional details.

Put your company name in front of thousands of AT professionals and users.

The ATIA's Annual Conference and Exhibition has grown significantly over the years and is the fastest growing national AT conference with a growing international audience. Member companies gain maximum exposure by showcasing their products and services on the cutting-edge trade show floor, which is open each day of the conference.

Attracting more than 2,500 practitioners, professionals, users and government personnel, the ATIA's conference is second-to-none in terms of reaching your target market and putting your company's name at the forefront of the AT community.

The Conference is now held in two locations – Orlando and Chicago. Exhibit booths and sponsorship opportunities are available at an additional cost. Discounts and exclusive offerings are provided to members of ATIA. Please refer to the Exhibit & Sponsorship Prospectus posted and other details available at www.atia.org/events.



The ATIA Conference and Exhibition

Support the Mission of ATIA. Gain Benefits for Your Organization.

The Need for Technology and Services

There are over 600 million individuals with disabilities worldwide.¹ In the U.S., there are 56 million persons with disabilities. This represents almost one in five Americans who could potentially benefit from the products and services provided by the members of ATIA. The percentage of people with disabilities is larger than any single ethnic, racial, or cultural group in the U.S.²

There are 21 million persons with disabilities of working age in the U.S. Additionally, 57 percent of working-age computer users (ages 18-64) in the U.S. are likely to benefit from using accessible technology.³ College students reporting disabilities represented 9.3% of all undergraduates, or more than 1.5 million students who identify themselves as having one or more disabilities.

These numbers are rapidly increasing as the global population grows older and more people experience age-related difficulties and impairments related to vision, hearing, cognition and mobility.

The member companies of ATIA provide the technology and services that are needed in this fast growing market.

¹ World Health Organization (WHO)

² U.S. Department of Justice

³ Forrester Research – 2004 study



Become a part of the resounding voice of ATIA.

Join ATIA Today!

To become a member of the Assistive Technology Industry Association (ATIA), visit www.atia.org/membership and apply online or download the membership application.

Or you can contact ATIA using the information below to receive an application via mail or fax.



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