



EMA Member Classifications and Annual Dues

Certified Member Requirements

Certified EMA Members are eligible to use the EMA logo in all marketing materials, to run for Board of Directors elections, as well as attend all open EMA events and webinars.

- The entity applying for membership must have been in the Customer Experience Marketing industry a minimum of three years. Experience Marketing is considered On-Hold Messaging, Digital Signage, Scent Marketing, Background Music, In-Store Announcements or any other form of marketing that the Board of Directors deems suitable to be part of the EMA
- A full-service agency providing comprehensive client service and support
- Must not be actively selling franchises
- Must provide a copy of active business license
- Initial membership must be approved by the Board of Directors
- Prospective new member must be nominated by a current member, approved by the Membership Committee, and receive final approval from the Board of Directors
- Members may be removed by the Board of Directors

OHMA Logo Requirements

For EMA members actively marketing On-Hold Messaging services, the OHMA logo, and/or references and claims to membership in the On-Hold Messaging Association, may be used under the strict guidelines below:

- Must have been an OHMA member in good standing prior to the EMA name change in February 2017
- 51% or more of annual revenues must be from selling on-hold messaging to end-users. Grandfather clause: OHMA members in good standing prior to the EMA name change in February 2017 will qualify even though revenues from on-hold messaging may fall below 51% of annual revenues. This grandfather clause will only be valid as long as the member's business entity remains the same as it was prior to February 2017. The member may change their company name for diversification purposes, but the corporate entity must remain the same to qualify. The member will lose grandfather status if membership lapses in any year
- Must have been in the On Hold Messaging industry a minimum of five years
- Logo use must be approved by the Board of Directors
- The right to use the OHMA logo may be terminated by the Board of Directors

Associate Member Requirements:

Associate EMA Members are eligible to attend all open EMA events and webinars. Associate EMA Members may apply for Certified status after three years in business.

- The entity applying for membership must have been in the Customer Experience Marketing industry a minimum of one year.
- Must not be actively selling franchises
- A full-service agency providing comprehensive client service and support
- Initial membership must be approved by the Board of Directors
- Members may be removed by the Board of Directors

Annual Dues - Based on annual revenue in USD of:

- Less than \$500,000 - **\$450 dues**
- \$500,001 to \$1,000,000 - **\$675 dues**
- Over 1,000,000 - **\$900 dues**

Vendor Member Requirements

Members that have an interest in our industry, but that do not exclusively work in the industry. (i.e. – manufacturers, insurance companies, leasing companies, etc.)

- Initial membership must be approved by the Board of Directors
- Prospective new vendor members must be nominated by a current member, approved by the Membership Committee, and receive final approval from the Board of Directors
- Members may be removed by the Board of Directors

Annual Dues

Vendor Members - **\$675.00 dues**

The above criteria is for initial membership qualification and must also be maintained to keep membership in good standing.