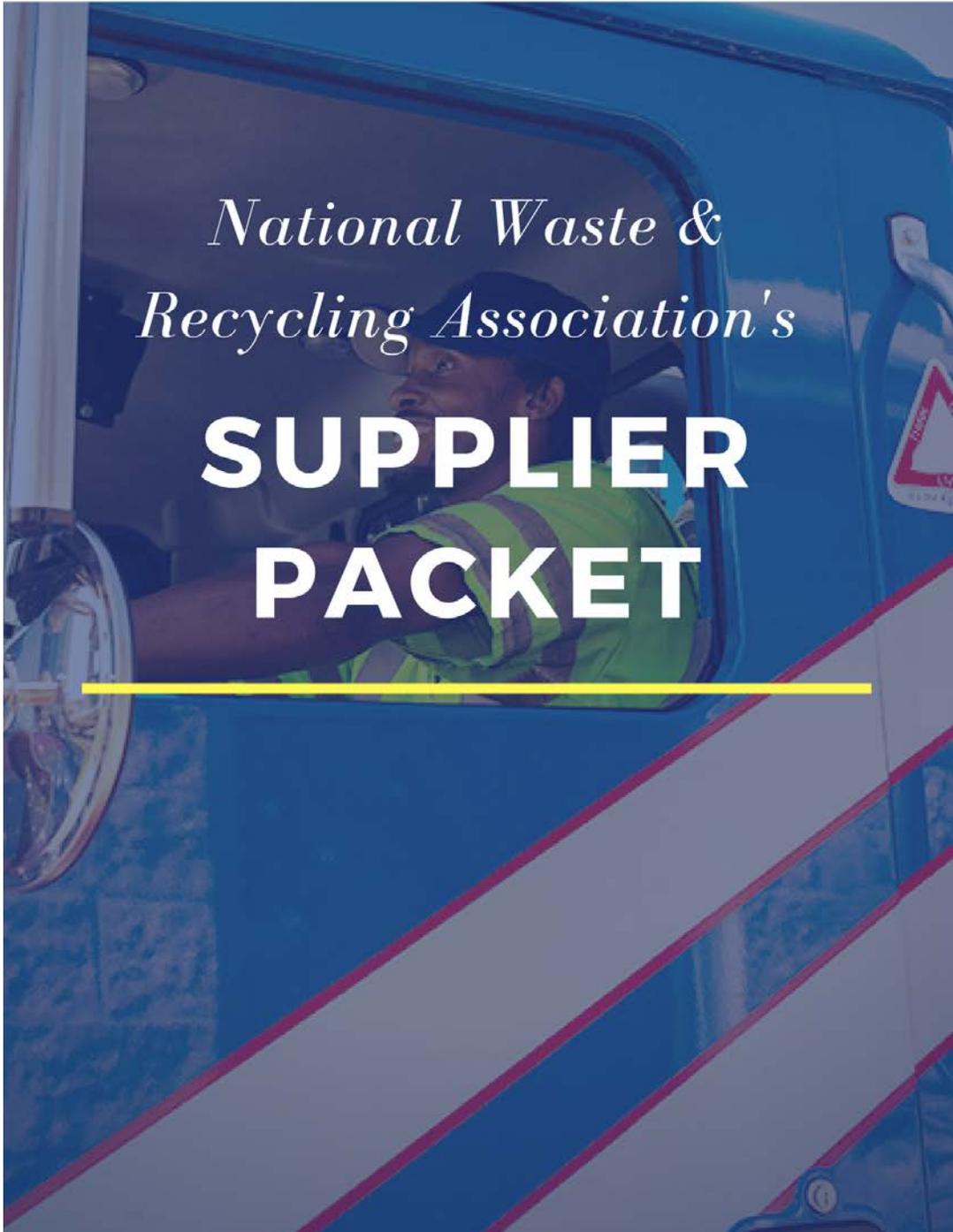




*National Waste &
Recycling Association's*

**SUPPLIER
PACKET**





**National
Waste & Recycling
AssociationSM**
Collect. Recycle. Innovate.

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About NWRA- NWRA's Mission

NWRA's mission is to help members run their business more efficiently, protect the environment, provide service to customers, and keep employees safe. NWRA has new leadership, new energy, and a new commitment to provide the highest level of customer service in a way that every member will prosper.

NWRA is the only trade association representing and advocating for your customers in the private-sector segment of the waste and recycling industry. NWRA has nearly 700 member companies, which are a mix of local, regional, family-owned, Fortune 500 national and international companies, representing 70% of the private sector market.

NWRA Members:

- Collect, process and manage trash, recyclables, organics and medical waste.
- Operate and manage landfills in compliance with all state and federal laws.
- Manage and service truck fleets and collection vehicles.
- Design, manufacture, sell, and service equipment and supplies.
- Provide engineering, consulting and legal services.

NWRA Provides Supplier Members the Opportunities to:

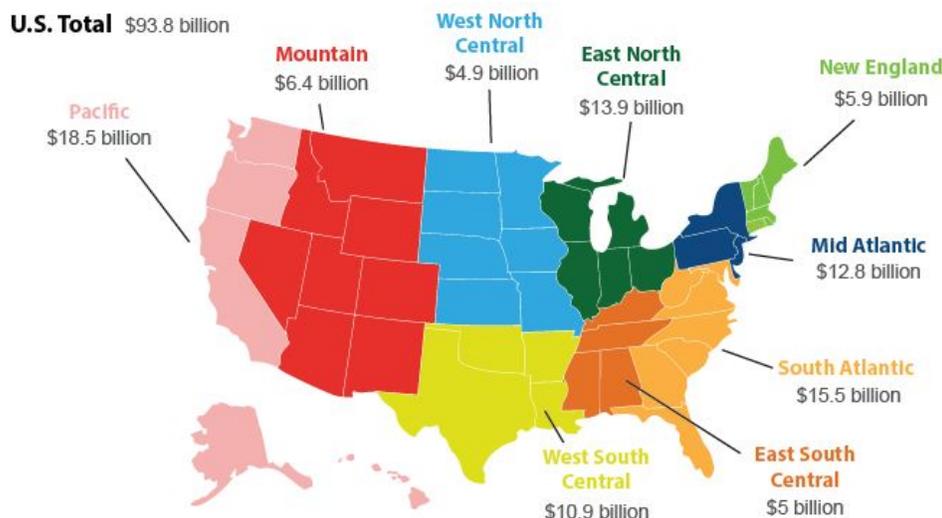
- Network at more than 60 events per year by joining chapters that span across the country.
- Meet and cultivate relationships with top-level industry executives and decision makers.
- Attend and exhibit at WasteExpo, the largest waste conference in North America, at discounted rates.

State of Waste in America

- Americans generated 258 million tons of waste in 2014.
- 169 million tons of that waste ended up in landfills and incinerators.
- U.S. has the highest amount of waste generated per person of any country at an average of 4.6 pounds per day.

Facts About the Private Waste & Recycling Industry

- Employs 420,000 as of early 2018 with a total payroll of \$21 billion.
- Accounts for a quarter of over 1 million jobs and a quarter trillion dollars in U.S. GDP.



Meet Your Customers:

NWRA Events

We Have Something for Everyone.

With over 60 conferences and events each year, NWRA provides numerous opportunities for networking, business development, and sharing of information. These events include national and regional conferences, legislative fly-ins, state chapter meetings, interest groups activities, and more than 10 golfing events that occur both at the national and chapter level. By participating in NWRA events, members have access to industry-wide knowledge, through networking to help improve their companies' efficiency and bottom-line performance.

National Events

Executive Leadership Roundtable

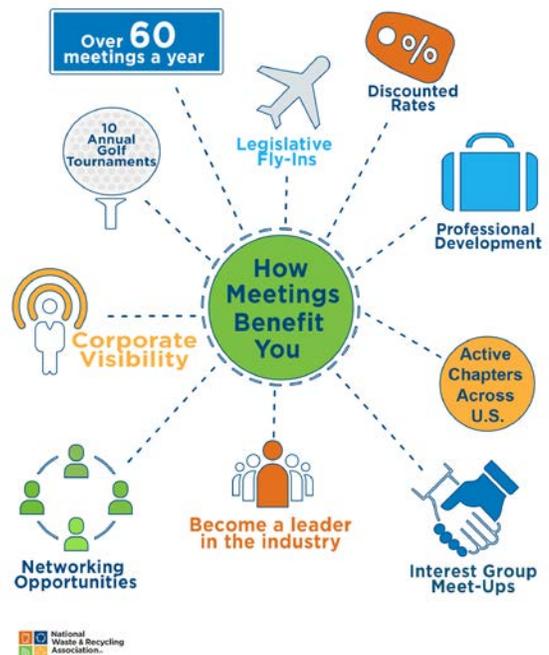
This is the premier annual event where leaders and innovators in the waste and recycling industry gather for briefings on best practices, emerging trends and issues of critical importance to our industry. The Executive Leadership Roundtable brings together a wide variety of the current and future leaders of our industry. Members of NWRA's Board of Trustees and the Boards of Governors for Servicers and Suppliers, Future Industry Leaders Alliance, Women's Council and Hall of Fame discuss leadership, attend creative networking opportunities and are briefed on timely topics of importance to the industry. ELRT can uniquely showcase your company's products and services to an exclusive audience of decision makers representing our industry's leading companies.

Industry Conference

A must-attend event, this meeting brings together the safety leaders and stakeholders of the waste and recycling industry, providing an opportunity to advance a safer industry. ANSI's Accredited Standards Committee (ASC) Z245 meets during this conference, along with its subcommittees, to discuss proposals to existing standards and write new standards. Education sessions for attendees are also available, as well as golf and additional networking events.

Chapter Events

The state chapters of NWRA hold annual meetings and events several times throughout the year. Sponsorship opportunities are available for these meetings and may include recognition on the meeting webpage and all printed meeting materials with your company logo, table tent cards at the meeting and a verbal recognition at the meeting.



Advocacy

The Voice of the Industry

Suppliers to the waste and recycling industry need to take the opportunity to establish or renew their relationships with members of Congress as well as state and local officeholders. Many people make the mistake of waiting until they need something before they reach out to their elected representatives. If you introduce legislators to and educate them about your industry now, it will increase the likelihood of success when you must make an ask of them in the future.

Consider inviting your elected officials to visit a facility for a tour or arranging for a meeting with them in their home district offices. With your help, we can ensure they understand the role suppliers play in the modern waste and recycling industry that is essential to our nation's economic growth and prosperity.



Lawmakers can see first-hand how your facility operates and the impact that legislative and regulatory decisions have on your business. Use these demonstrations to discuss current issues with them such as the need to improve America's infrastructure or a workforce issue and point out potential impacts on specific functions of the site, giving the lawmakers "up-close-and-personal" perspectives on the issue.

NWRA provides a step-by-step guide on "How to Host Your Lawmaker," issue papers, and other materials for you to use in organizing tours and meetings. Remember to provide NWRA with feedback on positions, advice, and insights that you glean from visiting with members of Congress, state and local officials, and local groups, as well as any photos from these events so that we can recognize your efforts and use them as an example for others.



NWRA's Committees

NWRA's committees support members' business interests and assists with employee development. Committees provide a unique opportunity to target a segmented audience. They also provide guidance to the Association and the industry as a whole. NWRA is the voice of the waste and recycling industry with the support of its committees.

Safety

Promotes and educates safety throughout the waste industry through various initiatives.

Women's Council

A professional development, mentoring and fundraising group that furthers the industry through academic scholarships available only to NWRA member companies' employees and their dependents.

Landfill Institute (LFI)

A public policy, advocacy and education group whose members are owners and operators of landfills, and consultants, engineers, and attorneys providing services to landfills.

Government Affairs

Provides direction and feedback to the public policy actions of the Association.

Communications

Oversees relevant information provided to members, the media, and communities.

ANSI

NWRA is the Secretariat for the American National Standards Institute Accredited Standards Committee Z245 on Equipment Technology and Operations for Wastes and Recyclable Materials that develops standards for the waste and recycling industry.

Recycling

Addresses common issues such as material collection, processing, marketing and sustainability.

Future Industry Leaders Alliance (FILA)

Provides education, networking and mentoring to prepare for executive advancement and professional leadership. Member company professionals 45 years or younger are eligible.

Healthcare Waste Institute (HWI)

Facilitates responsible healthcare waste management from all types of generators and serves as the resource network for technical and regulatory assistance.

Education

Develops sessions and recruits speakers for Association meetings and events.

Membership

Develops the Association member base through recruitment and new programs.

Statistics

Oversees the data collection and reporting of manufacturer and equipment sales data.



Data Program

Our MSD Program Helps You:

- Know your market share.
- Allocate resources more efficiently.
- Benchmark against your peers.

As a NWRA member, the MSD program offers data that you won't get anywhere else. Rather than hiring a consultant for thousands of dollars, our program is included in your membership fee. It also gives you real data, not just estimates.

This program collects unit sales data for invoiced shipments from manufacturing facilities for many types of equipment. Data is collected either quarterly or monthly.

This program is a membership benefit and there are no extra fees for participation.



WasteExpo

WasteExpo is North America's largest waste and recycling trade show, with nearly 600 exhibitors and 13,000 attendees. It is an annual event organized by Waste360 in collaboration with NWRA. This is a great opportunity for professional growth and business development. WasteExpo offers access to the newest technologies, creates smart business connections and has a robust education program created by NWRA.

Save BIG with NWRA

Up to 16% off your WasteExpo Booth

Exhibitors Save with NWRA

Non-Member Booth Rate: \$37.50 sq/ft

Members Rates

\$33.00 sq/ft for 100-200 sq/ft booth

\$32.50 sq/ft for 300-5,000 sq/ft booth \$31.50 sq/ft for 5,000 sq/ft booth

WasteExpo Conference Discount

Premier Pass (Full Conference)

Early Bird Pricing

NWRA Member: \$1,045

Non-Member: \$1,235

Regular Pricing

NWRA Member: \$1,150

Non-Member: \$1,375

1 Day Conference Pass Premier Pass (Full Conference)

Early Bird Pricing

NWRA Member: \$585

Non-Member: \$655

Regular Pricing

NWRA Member: \$635

Non-Member: \$725

Education

At WasteExpo, NWRA manages the industry's premier education track with nearly 1,000 attendees.

Sessions have included:

- The Ins and Outs of Franchising
- Keep it Simple: Breaking Down Data
- CEO Interview: Sitting Down with Jim Fish
- SPOTLIGHT SESSION: Move from Data Collection to Real-Time Success

Nearly 100% of moderators are chosen from our membership as well as the majority of speakers.



Brand Building

Build Your Brand

NWRA offers suppliers several opportunities to reach its member contacts. NWRA's publications and other media outlets can help increase your company's sales and business opportunities.

Press Releases

Get your company's news out to the industry's main audience. Press releases are sent through email to over 15,000 recipients and over 14,000 followers on LinkedIn, Facebook, and Twitter.

Weekly Review

The Weekly Review is a newsletter sent every Monday, sharing important industry news, Association and member-company press releases, and Association events. This newsletter reaches over 8,000 recipients and has an open rate of 34%. Member companies are invited to advertise events, press releases, and products weekly in this publication.

Safety Monday

Safety Monday has a reach of more than 10,000 engaged industry individuals. Safety Monday is distributed each week with training, information and tips for front-line employees and supervisors. It is also licensed to other waste and recycling organizations, including SWANA and regional waste industry associations, extending the advertising reach to the vast majority of the waste and recycling industry nationwide.

Member Spotlight

Showcase your company on NWRA's LinkedIn, Facebook, and Twitter pages to reach over 14,000 followers.

Email Marketing

NWRA's email marketing tools ensure superior targeting capabilities, detailed metrics and in-depth reporting. NWRA offers a variety of opportunities to advertise with over 10,000 member contacts.

How it Works:

Email marketing gives members the chance to look at email on their own time. According to Campaign Monitor, 72% of people prefer to receive promotional content through email. NWRA currently has an open rate of 12-18% for emails sent to member contacts. As a result, members advertising with NWRA can see increased exposure and business opportunities.

Types of Email Campaigns Offered Email Newsletters

Advertising Campaigns

Event Invitation

New Product Ad

Social Media

Social Media is an important tool NWRA uses to help build your brand. NWRA currently boasts an audience of:

Facebook: Over 2,400 followers

Twitter: Over 9,900 followers

LinkedIn: Over 2,000

Safety

Safety is a core value in the waste and recycling industry. NWRA's focus is to build sustainable prevention measures, engagement processes and a stronger safety culture throughout the industry. The Association aims to improve safety nationwide through the following strategic initiatives:

- Develop sustainable processes to continuously improve the industry's ranking in dangerous occupation lists
- Participate in coalitions that will significantly reduce distracted driving
- Leverage collaborative efforts that promote safety through benchmarking and education

Promoting Safety Through Education

Education, the exchange of best practices, and joint efforts with industry partners are at the core of NWRA's safety efforts. These are manifested through the following programs:

American National Standards Institute (ANSI)

NWRA is the secretariat for ANSI Z245 standards, the national industry standards for waste and recycling equipment, facilities, and operations. ANSI ASC Z245 committee works on requirements for the design, manufacture, installation, modification, servicing, maintenance, and use of equipment and systems used to collect, contain, transport, store, process, recycle, treat, and dispose of solid wastes and recyclable materials, and the operations of facilities and activities in which these equipment and technologies are incorporated.

To help create a safer industry and to develop standards pertinent to your company's product, consider joining an ANSI Standard subcommittee or working group.

Safety Stand Down

Safety Stand Down campaigns are week-long initiatives that focus on a distinctive safety topic. All member companies are encouraged to participate in the Safety Stand Downs. During the campaigns, NWRA works with other organizations, membership associations, government agencies, and local communities to raise awareness throughout the industry about these safety issues. Members receive valuable resources to educate and train employees on the topics.

Safety Professional Development Series (SPDS)

Safety Professional Development Series events take place throughout the nation. The half-day workshops are free to members, and focus on hazards that have a significant impact on employee safety, risk management, regulatory compliance and organizational safety culture. Members are encouraged to host SPDS workshops by contacting NWRA's Safety Director.

Marketplace

What is the Waste Industry Marketplace?

www.wasteindustrymarketplace.com

This program encourages NWRA service members to do business with supplier members. This unique program delivers a new level of value by directly connecting members for the purpose of conducting business.

All supplier member companies are automatically part of the Marketplace and listed on wasterecycling.org. Every other month, this listing is revised and sent directly to the purchasing officers and decision makers of our service member companies.

Participating companies are listed by their primary business category. It is also possible to sort by special promotions. In addition, all NWRA members are marked and other members can choose the “member only” search criteria.

Members receive a 15% discount when they choose to advertise for our Waste Industry Marketplace.

What are you waiting for? Get your name and products out in front of NWRA members today!



Awards Breakfast

The NWRA Awards Program is the only industry-wide awards program honoring the best leaders and workers in the waste and recycling industry. Attend the annual Awards Breakfast at WasteExpo to show your support for the industry workers and network with leaders and visionaries.

Sponsorship of the NWRA Awards Program creates a unique opportunity to reach the industry's leading decision makers at the largest event at WasteExpo.

More than 700 industry leaders regularly participate in this event, including CEOs and the leadership teams of major companies in the industry.



Sponsorship Opportunities

Driver of the Year
Operator of the Year
Hall of Fame
Distinguished Service
Member of the Year
Chapter Leadership

Benefits of Sponsoring

- Physically present awards on stage to recipients.
- Logo featured on appropriate signage.
- One complimentary priority table (10 seats each).
- Logo presence on digital and social media.
- Advertising in program book.
- Verbal and logo recognition on stage.
- Recognition in the awards video at the breakfast.
- Recognition in all association material, web pages, and applications for specific award sponsored.



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F 202.966.4824

Membership Application for Manufacturers and Suppliers

The National Waste & Recycling Association represents the private sector solid waste and recycling industry, as well as manufacturing and supplier companies and service providers who market equipment and professional services to the waste and recycling industry.

Provide Your Company Information

Company Name: _____

Division/Subsidiary of: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Toll Free: _____ Fax: _____

General E-mail: _____ Website Address: _____

Primary Contact: _____ Title: _____

E-mail: _____

Phone: _____ Cell: _____

By providing phone and fax numbers, and email address, the individual or business agrees to receive association information from the Association.

Signature: _____

What is your primary business:

Select all that apply:

Manufacturer

- Sells factory direct
- Sells through distributors
- Sells Replacement parts

Distributor

- Performs service and warranty work
- Sells replacement parts
- Performs installation/integration

List the state(s) where your company markets its products/services:

Let us know how you heard about NWRA:

WasteExpo & Waste360

Are you exhibiting at WasteExpo? Yes No

If you are, what name are you exhibiting under? _____

Booth Number: _____ Booth Size: _____

Do you advertise in Waste360? Yes No

Determine Your Membership Category and Dues

To determine your dues payment, please check the chart below to find your company's **gross annual revenues in the waste and recycling industry from the last calendar year**. **Please circle your category**. The annual membership year is January 1 through December 31. An additional \$600 payment is required for Healthcare Waste Institute participation by haulers and facility owners.

Revenue Range		2018 Dues
\$ --	\$ 500,000	\$990
500,000	1,000,000	1,210
1,000,000	3,000,000	2,410
3,000,000	8,000,000	3,615
8,000,000	13,000,000	4,265
13,000,000	18,000,000	4,840
18,000,000	25,000,000	6,035
25,000,000	35,000,000	9,040
35,000,000	50,000,000	12,080
50,000,000	70,000,000	13,500
70,000,000	100,000,000	15,500
>	100,000,000	17,600

Payment Information

For security reasons, we are unable to accept credit card information on this printed form. Please contact us by phone (202-364-3716) to pay by credit card. You may also use a credit card with the online application.

Tax Information: Membership dues are deductible as a business expense but not as a charitable contribution. NWRA's federal tax ID is 36-6161231.

To pay by ACH:

ABA #: 021052053

UPIC/Acct #: 69260697

Please make sure to note your company name in the transaction notes.

To pay by check, mail to:

National Waste & Recycling Association

Dues Payment

1550 Crystal Drive, Suite 804

Arlington, VA 22202

Please email your completed application to membership@wasterecycling.org