

# ISRI Associate Member Road Map





Voice of the Recycling Industry™



## **ISRI Associate Member Road Map**

This document is designed to give you an in-depth understanding of what being an ISRI Associate Member is all about. There is a tremendous amount of value offered to ISRI Associate Members, but too many are not realizing the full potential. ISRI's Equipment and Service Providers Council created this resource, the ISRI Associate Member Road Map, to help navigate through all that ISRI Associate Membership has to offer. Please use this as a tool to maximize your investment in ISRI.

Special recognition should be given to the following Equipment and Service Provider Council members for their work creating this ISRI Associate Member Road Map:

**Michael Condron**

**Bob Emery**

**Andreas Ernst**

**Mike Hinsey**

**Jim Keefe**

**Pat Reilly**

**Tony Smith**





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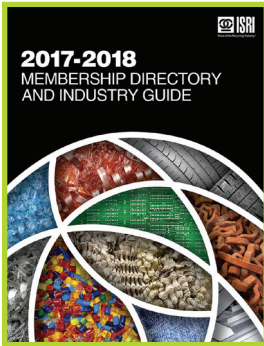
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## Company Recognition

Recycling industry equipment and service providers are eligible to become Associate Members of ISRI.



Associate Members are recognized within the annual ISRI Membership Directory & Industry Guide. One copy of this printed directory is mailed to each Associate Member at no charge, with an option to purchase additional copies. A digital version of the printed directory is also available online to members only.

ISRI members are also searchable through the ISRI website under the Find a Recycler tab [ISRI.org/directory](http://ISRI.org/directory) and the ISRI app. This online directory allows the user to search the ISRI membership by individual, company, or commodity. Take advantage of this useful industry resource when searching for ISRI member companies, as well as letting members know that your company shares their commitment to the recycling industry through ISRI membership.

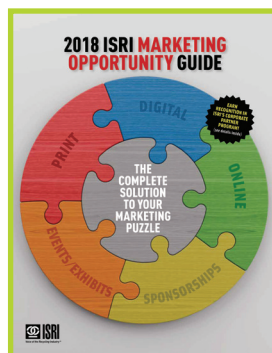
ISRI works with member companies to ensure that the data entered into the ISRI Membership Directory & Industry Guide is accurate. The online directory can be updated at any time simply by alerting the ISRI Membership team at [ISRIHelpDesk@isri.org](mailto:ISRIHelpDesk@isri.org).

Take full advantage of the value your company receives through exclusive access to the entire ISRI membership base and the placement of your company information. Your search for a company and/or individual in a specific state, for example, is made easy through these member-only resources. Conversely, potential customers are also driven to your company through ISRI's membership directory as it has become the first stop for members when looking for an equipment or service provider.



### *Sponsorship and Advertising Opportunities*

ISRI offers various advertising opportunities within print, e-newsletters, and through the website and App; and sponsorships at national and regional events. All of these marketing opportunities range in cost and are a great way to get your company's name in front of the ISRI members. ISRI has created a Marketing Opportunities Guide to assist you in navigating your marketing outreach. To view or download this guide, visit [ISRI.org/mktgopps](http://ISRI.org/mktgopps) or contact the ISRI member services.



### *Corporate Partnership Program*

In 2017, ISRI launched a corporate partnership program to recognize ISRI member companies whose significant financial investment in the association through marketing opportunities within exhibits, sponsorships, and print and digital advertising helps ISRI achieve its mission. ISRI members can earn distinction as a Platinum, Gold, Silver, or Bronze Corporate Partner if they surpass specific spending thresholds. Corporate Partner recognition includes a special logo to display in corporate marketing efforts as well as recognition from ISRI in various media.



Visit [ISRI.org/mktgopps](http://ISRI.org/mktgopps) for more information.

## **Access to ISRI Events**

### *Convention & Exposition*

Without a doubt, ISRI's Annual Convention & Exposition is the best chance for Associate Members to meet their scrap and recycling customers in person, at one location, and within a short period of time. Each year, ISRI offers new and relevant sessions, entertainment, and unique networking opportunities across commodities, across jobs, and across generations. The unique character of the convention



with its focus on scrap recycling attracts the highest caliber of attendee seen at a heavy equipment show, with nearly 95 percent of the attendees being decision makers. No other event worldwide matches the quality and character of that show. Learn more about the ISRI's Annual Convention & Exposition at [ISRIConvention.org](http://ISRIConvention.org).



The following are some suggestions on how to ensure you and your company receive the highest return on investment from exhibiting and attending ISRI's Annual Convention & Exposition:

- The exposition portion of the event is certainly a main focus for every exhibitor, but do not forget about the many networking opportunities available outside of expo hours. Be part of the family of ISRI members and reach out and target attendees prior to the convention by setting up appointments or dinner arrangements. The ISRI list of pre-registered attendees can help you with that.
- In addition, target pre-registered attendees via mail to inform them about your booth location and why they should come by your booth to learn more about your company and products.
- Advertising in ISRI's *Scrap* magazine certainly has its benefits. Announcing 2-3 months prior to the event that your company has a booth at the convention helps to attract even more attendees to visit your space. Remember, every ISRI member receives *Scrap* as part of their membership.
- ISRI members are very loyal and honor long-term commitment. Should you have concerns about your ROI, please reach out to the ISRI Equipment and Service Providers Council or the Convention Committee and they can help guide you in the right direction.





- Respect the competitive environment and follow the rules. Below are the ISRI Convention Guidelines of Exhibitor Etiquette that each exhibitor should follow:

### **GUIDELINES OF EXHIBITOR ETIQUETTE**

*Participating in an exposition or trade show is all about getting noticed. But it's not about getting noticed for the wrong reasons. You want to be remembered for your outstanding products and services, not for annoying gimmicks, rude behavior, or unethical tactics. Here are a few guidelines to consider:*

- 1. Keep sales tactics inside your exhibit area. When you start pushing out to aisles and hospitality areas you are interfering with others. It's fine to meet someone elsewhere, but get them to your space to make your presentation.*
- 2. Show professional courtesy to your competitors. Of course your product is better than that of the competition. Everyone knows that. So there's no reason for you to go near your competitor's exhibit. Customers have the right and responsibility to look at all options. Trying to poach customers from an exhibitors' booth is seriously bad manners and is noticed both by customers and other exhibitors.*
- 3. Pranks are for elementary school, not the expo floor. A few years ago, an exhibitor thought it would be fun to take and hide some important and expensive samples from one of his neighbors - just as a joke. What he didn't anticipate was that the victim of the prank would notice the problem while the prankster wasn't around. The victim contacted show management, hotel security, and the police - none of whom were amused by the joke. No pranks, please.*
- 4. Espionage is strictly prohibited. Close photography of equipment or materials in any booth other than your own is strictly prohibited. ISRI reserves the right to void the credentials and remove from the show floor anyone caught violating this rule.*
- 5. Eating in the booth is discouraged unless it is a defined meal time and sponsored by ISRI.*



6. *Alcohol is only permitted with advanced ISRI permission.*
7. *Excessive noise that disturbs other neighboring booths must be minimized, it is preferred the booth occupants come to an agreement, possibly limiting the running time (videos or equipment) so both are content. ISRI reserves the right to make binding decisions if parties cannot agree.*
8. *Any dangerous displays will be made safe as determined by ISRI alone.*
9. *It is suggested that exhibitor-to-exhibitor meetings be done during slower periods if they must be done at all during the show.*
10. *If a fellow exhibitor is a prospect and you wish to make “sales calls” onto their booths you, a) do so at a slower period of the exhibition and, b) you ask who to speak to and permission to discuss your product’s merits with them. Remember, they came to the event primarily to sell, not to buy. Involved discussions should be scheduled off the exhibit floor.*
11. *No offensive content can be displayed.*
12. *Exhibitor booth personnel wearing distinctive costumes or carrying banners or signs separately or as part of their apparel must remain in their own booth.*
13. *Distribution of sales promotional material and the conduct of surveys is permitted in the Exhibit area, but must be confined to the Exhibitor’s booth. No pressure-adhesive stickers or decals or similar promotional items may be distributed or placed in the building.*
14. *Do not leave your booth unattended during show hours.*
15. *No “suitcasing.” (Attendees that sell to exhibitors or other attendees within the exhibit hall, but don’t purchase an exhibit to do so, are suitcasing.)*
16. *Attire of an overly revealing or suggestive nature is not permitted, ISRI reserves the right to request that individual exhibition staff change their attire or leave the premises immediately if their*





*appearance is perceived be offensive to other exhibitors or participants.*

*17. No sharing of name badges is allowed at this event. All entrants to the convention hall must have a name badge and personal identification that match.*

### ***Other National Opportunities***

Generally Associate Members are well aware of ISRI's Annual Convention & Exposition, but there are a range of other national opportunities to leverage your ISRI membership to deliver value for your company.

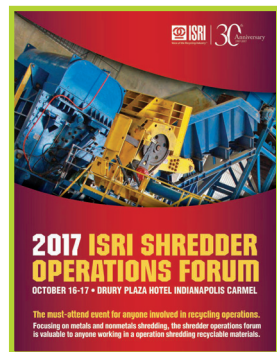
Beyond the convention there are several other national events that Associate Members may find value in, specifically:

- The Operations Forum
- The Commodities Roundtable Forum
- ISRI Safety and Environmental Council Conferences
- Quarterly Governance Meetings

**The Operations Forum** is an event designed for those responsible for operations at scrap processing facilities.

The event is technical in nature and allows Associate Members the opportunity to meet many of the personnel responsible for day-to-day operations. The event also offers speaking and exhibiting opportunities.

**The Commodities Roundtable Forum**, held in the fall, is designed to provide insights into the commodity markets. The Commodities Roundtable Forum offers Associate Members exhibiting opportunities, networking receptions, and the ability to participate in the sessions.





**ISRI Safety and Environmental Council Conferences**, usually held twice annually, bring together a select group of recyclers responsible for safety and environmental management in their operations, giving Associate Members a targeted marketing opportunity to reach these specialized professionals. In addition to tabletop exhibits, speaking and other sponsorship opportunities are available.

**Quarterly Governance Meetings** are held allowing the Board of Directors and the range of ISRI councils and committees to meet. All ISRI members are welcomed to attend these meetings. They offer the opportunity to get involved in the active committee work of the association and to better understand the industry and the trade association's activities. A full list of these meetings can be found at [ISRI.org/meetings](https://www.isri.org/meetings).

### *Local and Regional Opportunities*

ISRI is structured into geographic-based (state/regional) and national chapters organized around commodities-paper and tires. A detailed list can be found at [ISRI.org/chapters](https://www.isri.org/chapters).

Each chapter hosts events that range from golf outings and bowling tournaments to special events such as attendance at major league sporting events. In some instances, two or more chapters collaborate to host events. These events offer all members the opportunity to spend time together networking, providing the opportunity to learn about one another's businesses. These events provide Associate Members the very unique opportunity to meet customers and potential customers in a casual environment.



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A full list of the ISRI chapter events can be found at [ISRI.org/events](https://www.isri.org/events).



Generally, these events occur within a single day or over a couple of days. As they tend to be regional in nature, travel is limited, making them more accessible to all levels of your organization than some of the national events may be.

Each chapter also has a range of standing committee's to address their distinct needs as well as a governance structure that allows all members to get involved in the association's work. Through engagement within these committee's or the chapter's leadership, Associate Members have the opportunity to work with all members, building not only close relationships but a deeper understanding of the industry and their customers businesses. ISRI encourages all Associate Members to get involved in its chapter network.

## Subscriptions and Publications

As an ISRI Associate Member, your company can benefit by taking advantage of ISRI's print and electronic products. When your success depends on reaching the best prospects in the recycling industry, turn to ISRI as your business opportunity partner. With its extensive print and electronic media options as well as numerous exhibition and sponsorship opportunities, no other organization can match ISRI's marketing choices. Plus, when you work with ISRI, you leverage its position as the world's largest trade association for the recycling industry and benefit from its unique relationship with the thousands of recycling professionals who rely on it for information and industry-leading events. Bottom line, ISRI's members, readers, and event attendees represent the best potential buyers for your equipment, technology, product, or service. Whether you want a single ad or a comprehensive marketing program, and whether your marketing budget is small or large, ISRI offers the right product or package for you—at the right price. Review your business opportunity options at [ISRI.org/mktgopps](https://www.isri.org/mktgopps) and contact ISRI to plan your marketing success.





### *Scrap Magazine*

*Scrap*—ISRI’s bimonthly magazine – is the essential resource for recycling professionals and the best print forum for your marketing message. With a qualified circulation of roughly 8,500\* – including the complete ISRI membership – *Scrap* connects you with the best audience in the business, recyclers who have the greatest purchasing power to buy what you’re selling. *Scrap* also gives your ads extra exposure – at no additional cost – through extensive bonus distribution at national and international events (including exclusive distribution in the ISRI convention tote bags) as well as through its digital edition. *Scrap*’s digital edition – a value-added service

sent to all current subscribers with an email address – allows readers to click on your ad to visit your company’s website or send you an email, bringing prospects right to your door. In addition, *Scrap*’s award-winning content connects with readers and keeps them engaged, drawing more attention to your ads and generating more potential buyers for your products or services. Make *Scrap* a key part of your marketing plan and see what a difference it can make in your sales.

### *Electronic Newsletters*

ISRI offers a number of electronic newsletters to its members specific to the scrap recycling industry. These newsletters provide a range of news and information including market updates, industry news, regulatory information, professional development opportunities, and more.

### *Leadership Update*

ISRI’s *Leadership Update* is a weekly publication providing association & industry news from Robin Wiener, ISRI’s president. *Leadership Update* is emailed out to all active ISRI members who have their email address on file.



### Weekly Market Report

The *Weekly Market Report* is sent to active ISRI members and subscribers. This e-newsletter provides timely reports on commodity market trends, economic news and data, and information on the largest publicly traded recycling-related companies.

### Commodity Beats

ISRI offers quarterly recycling news, updates, and trends for each of the major recycled commodities (*E-scrap Beat, Ferrous Beat, Nonferrous Beat, Paper Beat, Plastics Beat, Tire & Rubber Beat*)

### Safety Update

Safety-related training content for safety and operations managers & others focused on improving industry safety distributed every Monday morning.

### Scrap Policy & Advocacy News

Bi-monthly news and information regarding laws and regulations concerning the scrap industry.

### Member & Safety Alerts

Imparting critical and time-sensitive info to members.

ISRI members can manage their electronic newsletter subscriptions and other communication tools in their personal My ISRI Communications (MIC) portal at [ISRI.org/MIC](http://ISRI.org/MIC).





## Networking Opportunities

In the scrap and recycling industry relationships truly do matter. ISRI provides unique opportunities for Associate Members to build valuable industry relationships through participation in a range of association events and activities. ISRI encourages all Associate Members to get involved in the association.



Being an active member will create many opportunities to build relationships throughout the industry at the local, regional, and national level. Involvement in the trade association will also help your company to maximize the value of your membership. Get involved, it pays dividends. To find out more about the various committees, councils, and task forces, please go to [ISRI.org/getinvolved](http://ISRI.org/getinvolved).

## Authorize Dealer Program

As an ISRI Associate Member, your company's distributors, if applicable, are able to become "dealer members" through your ISRI Domestic Associate membership. This enables your dealers, across the country, to have access to their local ISRI Chapter activities, as well as participation in the Annual ISRI Convention & Exposition.

As a benefit of a company's Domestic Associate annual membership, your dealers/distributors can be included under your membership for a nominal fee. It is an easy process to enroll your "dealer partners."





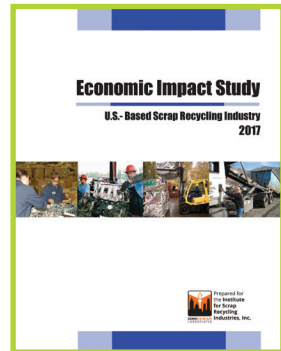
1. Associate Member establishes new membership or renews existing status.
2. Member Company joins specific Chapter; additional Chapter dues are incurred.
3. Member Company enrolls distributors, as “dealer members” for the appropriate Chapter; nominal dealer dues are incurred.

If you have questions about ISRI’s Authorized Dealer Program visit [ISRI.org/join](http://ISRI.org/join) or contact the ISRI Membership team at (202) 662-8509.

## Education & Resources

ISRI provides its members with a wide variety of educational information and regularly holds webinars to inform members of important topics that are relevant to the scrap recycling industry. Throughout the years, ISRI has published policy and position statements pertaining to the legislative process that affects the scrap recycling industry. Additionally, ISRI publishes reports and studies on a variety of topics including but not limited to:

- Economic Impact Study
- Study of Equipment in the U.S. Scrap Recycling Industry
- Survey on America’s Attitudes and Opinions about Recycling



These documents are available to members and can be found at [ISRI.org/reports](http://ISRI.org/reports).

ISRI hosts a series of webinars throughout the year through ISRI’s Online Learning Center. This is the place to experience interactive learning opportunities remotely through your desktop. These member-only webinars provide cutting edge information, and are a great way to learn and remain aware of issues impacting the scrap recycling industry. Registration for these webinars is required and the schedule is emailed out to members as well as posted at [ISRI.org/events](http://ISRI.org/events).

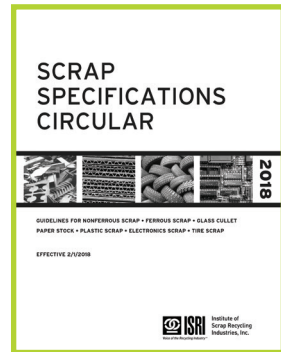




Additionally, webinar archives are available to all members. You will need to login with your website credentials to view the archives.

Additionally, ISRI is continually looking for webinar topics and presenters. **If you have a topic or product/service that would benefit the ISRI membership and could be presented in a sales-neutral way, let the Education & Training Committee know and they will evaluate the request.**

Have you ever wondered what industry professionals are talking about when they mention berry, honey, or ocean? These ISRI specifications, along with hundreds of others, are available on the ISRI website. Get educated on the different types of commodities the scrap recycling industry handles and how they play a role in the Scrap Recycling industry. More can be found at [ISRI.org/Specs](http://ISRI.org/Specs)



## Product/Service Update Information

Products improve and change with the times and we often see safety advancements or improvements added to the design and construction of machinery. As equipment manufacturers and service providers to the industry, Associate Members are encouraged to share these advancements with their peers in the industry. Within the ISRI governance structure there is an **Equipment and Service Provider's Council**. This provides a great venue to speak about and share your product safety advancements. These advancements can be shared with the industry through various outlets in the ISRI membership. Through ISRI Governance meetings, the ISRI Safety & Environmental Council Conferences, or various ISRI chapter meetings you should know that the ISRI membership holds its commitment to safety as a core value. You are part of growing this industry into a safer and



more technologically advanced one. As you grow and advance your products and services we all get better as an industry. Thank you for your participation in this worldwide business of scrap recycling!

To learn more about the Equipment and Service Providers Council or other ways that you can participate with stakeholders in the industry please visit [ISRI.org/getinvolved](http://ISRI.org/getinvolved).

## **ISRI Staff Key Contacts:**

Chuck Carr – VP Convention, Meetings, and Education & Training  
[ccarr@isri.org](mailto:ccarr@isri.org)

Steven Glover – Senior Director of Membership  
[sglover@isri.org](mailto:sglover@isri.org)

Jonathan Levy – Director of Member Services  
[jlevy@isri.org](mailto:jlevy@isri.org)

Tony Smith – Safety Outreach Director  
[tsmith@isri.org](mailto:tsmith@isri.org)

Elnaz Torabian – Safety Analyst and Coordinator  
[etorabian@isri.org](mailto:etorabian@isri.org)

A complete ISRI staff directory can be found at:  
[ISRI.org/staff](http://ISRI.org/staff)









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1250 H Street NW, Suite 400, Washington, DC 20005-5903  
ISRI.org

