



THE VALUE AND BENEFITS OF MEMBERSHIP

Representing a \$40 Billion Industry – Members in All 50 States and 27 Countries

WHAT IS THE VALUE OF AN ASSOCIATION?

- Provide Opportunities to Meet and Engage with Peers and Colleagues
- Promote Standardization and Best Practices
- Offer Opportunities for Training, Professional Development and Recognition
- Serve as a Federal and State Legislative Watchdog
- Connect Members with Industry Suppliers
- Serve as a Member and Industry Resource



GOLD STANDARD FOR TIRE TECHNICIAN TRAINING

TIA is Driven By Tire Safety

- Classes cover all tire types: passenger/light truck, commercial, farm, industrial and off-the road.
- Training includes hands-on, classroom and TIA's Online University.
- More than 200,000 total tire techs trained and/or certified.
- Commercial Tire Service training exceeds OSHA requirements.
- TIA membership provides discounts on training programs.
- Companies with TIA-trained techs have a stronger defense in tire-related accident cases.



INTRINSIC MEMBER BENEFITS

Many benefits of TIA membership are not readily apparent.

- TIA's seasoned and veteran staff is ready to assist members and serve as an industry resource for questions and help.
- TIA's website, monthly e-newsletter and *Today's Tire Industry* and *Commercial Tire Service Today* quarterly magazines keep membership informed of pertinent association news, business and training topics.
- TIA's Electric Vehicle (EVAC), Environmental (EAC) and Retail (RAC) Advisory Councils meet regularly to provide recommendations to the association.
- TIA's dedicated volunteer Board provides experienced, professional guidance to keep the association fiscally fit and relevant to members and the industry.
- The Michelin/TIA Scholarship Program provides three college/technical school scholarships annually to part-time employees or dependent children of full-time employees of TIA member tire dealers. Since 2000, 72 recipients have been awarded more than \$500,000 in scholarships.



ROBUST GOVERNMENT AFFAIRS TEAM

"The business value at stake from government and regulatory intervention is huge – about 30% of earnings for most companies."

– McKinsey Quarterly Report

- TIA's Government Affairs team serves as members' and the industry's eyes and ears in the halls of Congress and state capitols.
- With 50+ years of combined legislative experience, TIA's government affairs team knows and meets frequently with state and federal legislators and testifies on positions of importance to members and the tire industry.
- Tracking state and federal legislation daily, TIA responds quickly to legislation seen as unfavorable to members and the industry.
- Supporting Right to Repair legislation, tax credits and reducing taxes for tire dealers/small businesses are among TIA's top legislative priorities.
- Weekly and monthly federal and state legislative e-newsletters keep members informed on proposed and ongoing legislation.



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VALUABLE, PERTINENT MEMBER BENEFITS

TIA's Benefit Partners offer cost-saving programs to members on health insurance, human resource services, websites and digital marketing solutions, business insurance, consumer financing programs and more.

- Health Care Plans through Allstate Benefits – offer potential saving of 10% - 30% on premiums.
- Business Insurance through A.M. Best® A+ (Superior)-rated Federated Insurance.
- Stand-alone Product Liability Insurance for tire retreaders from Kiely Hines & Associates.
- Human Resource assistance through SESCO Management Consultants. Includes a free handbook review and one hour of free human resource consultation for TIA members
- Consumer Credit Card program through Synchrony Car Care.
- Credit Card Processing with potential savings of 30% to 50% per month through HotRod Processing.
- Data-driven guidance through APPI Energy to help members manage and potentially reduce electricity and natural gas costs.
- Discounts on website development setup fees and internet marketing from Net Driven.
- Safety Support through Simply Safe consultants, includes 10% off for services and a one-hour free consultation for TIA members.



1532 Pointer Ridge Place, Suite G, Bowie, MD 20716
800.876.8372 | 301.430.7280 | 301.430.7283 f
www.tireindustry.org | membership@tireindustry.org

WORLD-CLASS EVENTS

“The most important, and arguably most obvious, benefit of conferences is the ability to network. The right events provide you with the opportunity to be in the same room as the types of people that you really need to get in your contacts book, including potential customers, employers, mentors, industry peers, partners, investors, journalists, the list goes on and on.” – Forbes magazine



OFF-THE-ROAD TIRE CONFERENCE

- TIA produces the world's largest and most respected conference for the off-road tire industry.
- Now in its 68th year, the one-of-a-kind Off-the-Road Tire Conference attracts all segments of the industry from manufacturers to suppliers, tire dealers, retreaders and recyclers.
- The nearly 500 attendees from 40 states and 12 countries are a Who's Who's of the global earthmover tire industry.
- The three-day conference is an ideal blend of educational sessions, table top exhibitions, networking opportunities and leisure activities that keep attendees, exhibitors and sponsors coming back year after year.



GLOBAL TIRE EXPO/SEMA SHOW

- TIA is a partner in the annual SEMA Show in Las Vegas, considered the premier automotive aftermarket conference in the world.
- The Global Tire Expo – Powered by TIA is the tire and wheel segment of the SEMA Show. It's the place where the global tire industry gathers each year.
- The massive show annually draws more than 100,000 attendees to the Las Vegas Convention Center.
- Attendees come to see the latest and greatest products and services displayed by 1,800+ exhibitors taking up one million square feet of booth space.
- TIA's educational sessions at GTE/SEMA typically draw a pre-show attendee list that tops 800.
- TIA membership provides discounts on exhibiting at GTE/SEMA.