

IBWA
MEMBERSHIP

Seize *Your* OPPORTUNITIES



RESOURCES, SUPPORT AND ADVOCACY FOR YOU,
■ ■ ■ ■ ■ YOUR COMPANY AND THE BOTTLED WATER INDUSTRY



www.bottledwater.org

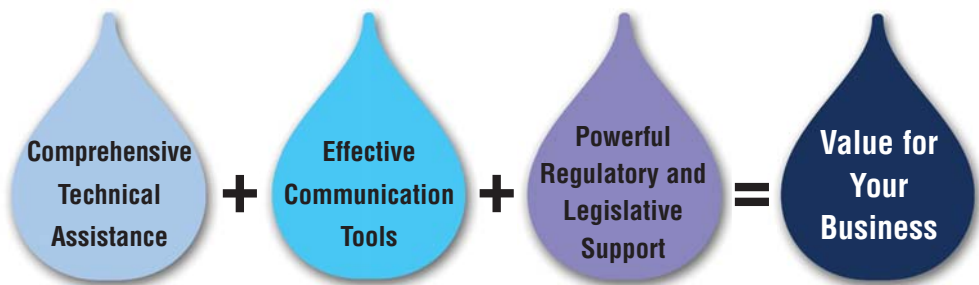
The bottled water industry is currently facing intense opposition from numerous groups including the media, legislators and regulators.

To that end, it is reassuring to know that bottlers, suppliers and distributors of bottled water have not only a voice, but an organization committed to protecting their interests. Would you know who to contact to ensure that your production facility meets your state and federal compliance standards? Who would you call upon to advocate against bottled water taxes on your behalf? Who would you trust to dispel myths about bottled water in the media? Whether you are a small, medium or large company serving the industry, you can benefit from the exceptional service and value that IBWA membership provides.

IBWA was founded in 1958 as the organization created to lead and protect the interests of bottlers, distributors and suppliers of the bottled water industry. Today, IBWA is the world's largest and most vocal trade association committed to the needs of an ever-changing bottled water industry.

IBWA is committed to helping its members create a safe, delicious, high-quality product, while providing outstanding service and resources.





STRENGTH IN NUMBERS

Harness the power of membership by joining IBWA and taking part in the activities and exchange of ideas that help strengthen your industry. You'll soon discover that the question is not whether you can afford to be a member—but whether you can afford not to.

“All the knowledge that IBWA provided would have cost me thousands of dollars to create and learn on my own.”

Marty Conte, Diamond Springs Water
(Organization has been a member since 1958)

IBWA

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IBWA

INTERNATIONAL
BOTTLED WATER
ASSOCIATION

Government Relations



IBWA's Government Relations team continuously works to ensure that the interests and concerns of bottled water suppliers, bottlers, and distributors are communicated to federal, state and local government officials. By providing legislators with comments, testimony and other vital information, IBWA helps to shape the industry's future by making certain that new laws or regulations are equitable, sensible and based on sound scientific information.

By joining IBWA your company can expect to directly benefit from IBWA's Government Relations efforts. You'll discover that IBWA's unified voice of the bottled water industry helps you by:

- Working to stop state governments from enacting unnecessary labeling laws that would cost your company thousands of dollars.
- Challenging and defeating bottled water tax bills in numerous states.
- Supporting federal, state and local legislation which promotes the bottled water industry's growth and sustainability.
- Providing personal staff assistance to help you understand federal, state and local compliance mandates.
- Successfully opposing legislation that would impose moratoriums or restrictions on bottled water permits or withdrawals, and other management programs that unfairly single out bottled water.



Technical, Scientific Education and Research



Retaining a consultant to provide technical expertise and advice to help your business grow can be expensive. You can take full advantage of the support and guidance offered by IBWA. Members benefit by:

- Having direct access to highly trained and experienced professionals who can help you navigate a complex system of regulations and requirements.
- Accessing vital education online and at meetings and symposiums, which alert you to the latest information on issues such as the FDA **groundwater rules, packaging safety, and disinfection byproducts** as well as other emerging issues facing the industry today.
- Receiving training and certification in the operation and maintenance of a bottled water plant through the **Certified Plant Operator (CPO) Program**.
- Gaining insight and support regarding the myriad state and federal compliance issues required of bottled water producers.
- Accessing one-of-a-kind technical and scientific resources for bottled water plant operators such as the *IBWA Plant Technical Reference Manual*, *IBWA Audit Handbook*, and *IBWA Code of Practice*.



Communications and Public Relations



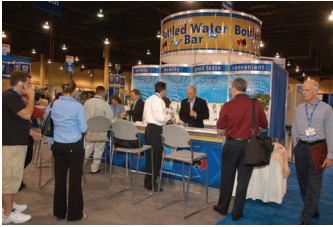
IBWA is the primary contact for both the media and the general public for issues concerning the bottled water industry. IBWA's goal is to aggressively educate the public and other key audiences about the facts concerning bottled water's safety and quality. Through press releases, position statements and key third-party partnerships, IBWA is actively presenting the positive facts about bottled water.

The Association also directly assists members by providing effective and easy-to-use tools to deliver the facts about bottled water to their customers, media and government officials.

- Members have full access to online position statements on a wide range of current issues such as bisphenol A (BPA), environmental sustainability, pharmaceuticals and personal care products (PPCPs), and bromate, as well as regulatory and compliance updates.
- IBWA's weekly e-newsletter, *News Splash*, and the quarterly publication *The Front Line* provides vital technical, government relations, and industry news and information that directly affect your business.
- Subscription to IBWA's bi-monthly magazine, the **Bottled Water Reporter**, the only U.S. publication written solely for the bottled water industry.
- The annual **Bottled Water Reporter Buyer's Guide** provides an expanded product and services reference published exclusively for the bottled water industry.



Convention and Trade Show



For over 50 years, IBWA has been the voice of the bottled water industry and no where else can a bottler, supplier or distributor learn more about how to meet the current challenges facing the industry than at the annual IBWA Convention and Trade Show. Designed specifically for the bottled water industry, the convention and trade show make a direct impact on your business by providing key education on pivotal issues and business-building techniques from the industry's best leaders.

- Network with industry professionals and benefit from the exchange of best practices that help your business grow.
- Gain insight to the latest trends and state-of-the-art equipment that make your bottled water operation run more efficiently.
- Attend valuable education seminars that can boost your business and help you navigate complex compliance issues required of bottled water suppliers, distributors and bottlers.



Suppliers



IBWA realizes that the success of a bottled water producer is directly linked to its supplier, so special resources must be provided to these different types of member companies.

Supplier membership includes a company that is engaged in the sale or rental of equipment, products, supplies or services to the bottled water industry. IBWA has designed special benefits to provide suppliers direct access to potential clients within the bottled water industry.

- Opportunities to meet with and interact on a personal basis with key decision makers from IBWA member bottlers and distributors.
- Complimentary electronic access to IBWA membership database for marketing purposes.
- Complimentary promotional listing in the IBWA Membership Roster.
- Promotional listing and access to IBWA's Buyer's Guide and IBWA's Online Buyer's Guide- the gateway to the most expansive product reference source exclusive to the bottled water industry.
- Discounted rates to exhibit at IBWA Trade Shows.
- Participation on the IBWA Board of Directors and Committees.



Distributors



Bottled water distributors are the front lines of the industry interacting with customers about the many issues facing bottled water. IBWA distributor membership provides technical, regulatory, public relations and legislative support to actively meet your needs.

Distributor membership includes those companies that do not produce or bottle water and are a distributor for at least one IBWA bottler member. Here are some of the benefits of distributor membership:

- Through publications, web site, seminars and staff, IBWA works to ensure that distributor members are well informed about any issue and that route salespeople have the necessary information to assist their customers.
- IBWA's lobbying activities promote comprehensive, science-based research to federal, state and local law makers—ensuring that the interests bottled water distributors are safeguarded.
- IBWA distributor members benefit from participation within the IBWA Board of Directors and Committees.
- Discounted rates to attend at IBWA Trade Shows.



WHAT CAN I EXPECT TO RECEIVE FOR MY DUES?

- Cutting-edge solutions to complex legislative and regulatory issues
- Access to expert technical assistance and training
- Industry endorsed messaging to help you effectively communicate to your customers and the media
- Unparalleled networking opportunities with industry leaders
- Nationally recognized and trusted certification

“I've been an active member of IBWA for over twenty years and I've learned how to help my business evolve with the changes that this industry faces. I've also learned about the importance of being involved through the work of IBWA's committees where participants truly help shape this organization and its future.”

Steven Raupe, Ozarka Water and Coffee Service
Past Chairman, IBWA Board of Directors
(Organization has been a member since 1958)

JOIN US

We're maximizing your industry's potential by seeking participation from companies large and small, and involving them in decisions at all levels. Contact us today for more information or visit our web site at www.bottledwater.org.



"Join IBWA to do a little business; get involved to do a lot more business."

Dan Kelly, Polymer Solutions International
(Organization has been a member since 1983)

"Whenever there is a bottled water issue in the press, IBWA is the best source of good solid information to communicate to our customers."

Tom Seeman, Vineyard Bottled Water
(Organization has been a member since 1987)



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