



AUTOMATIC FIRE ALARM ASSOCIATION

Member Promotional Packages: Member Guide (A La Carte Plan)

AFAA’s new Online Member Guide brings buyers and sellers together.

The AFAA member guide lists our business members, their products/services and much more. All business members have a free basic silver listing as part of your AFAA Membership. This document compares your free listings to the enhanced listing that AFAA is recommending to create awareness to your organization and to generate sales leads.



Note: Free silver level listings do not receive the showcase page or web link. Only enhanced listings receive this visibility.

- To continue with your **free basic Silver listing plan**, please review your account and complete as much of the registration form as possible. This helps to ensure your company name is present in several searches: [Click to complete your free listing](#)
- To upgrade to and **Enhanced Listing**, visit the AFAA Shopping Cart at <http://www.afa.org>. Once you upgrade our Customer Support team will contact you and help you to complete your showcase page.

MEMBER LISTING PLAN COMPARISONS



	Silver	Gold (Upgrade)	Platinum Sponsor (Upgrade)
Plan Level Description	A free basic listing with contact details only visible in searches. Does <u>not</u> include company showcase page.	Silver, plus company showcase page , Contact Me Link for ease of lead generation, greater visibility in searches, performance statistics, Lead Management and more.	Gold, plus priority in searches and ability to include up to 2 additional Gold listings with full showcase page, or 10 additional silver connections with a “limited” showcase page. Ideal for companies with several branch office locations.
Annual Cost	\$ Free	\$500.	\$1700. (includes up to 2 extra branch offices)
Additional Connections	NA	NA	Additional Gold connections = \$500. each Additional Silver Connections 1=10 = Included with Platinum Package 11-25 = \$49 each 26-50 = \$25 each 51 + = \$20. each
 Explain connections!			
Searchable listing	Yes, limited visibility! Sample	Yes, Sample	Yes, Sample (Platinum + Gold Connections) Yes, Sample (Platinum + Silver Connections)
Priority in Search Results	No	Yes, after Platinum listings.	Yes
Contact Me Button for easy lead generation	No	Yes	Yes, for any Platinum, and any Gold Connections. Not applicable for Silver Connections
Lead Delivery via Email	NA	Yes	Yes, for Platinum and Gold Connections
Real-time statistics to measure your listing	No	Yes	Yes

All listings are visible in the AFAA member guide, and, through our partnership with the Global Fire-Professionals Network, an identical listing is visible on their web site. This ensures www.afaamembers.org and www.fire-professionals.com are helping you create awareness and generate leads.

For Bundled packages that include one single price to sponsor meetings, breakfast and space in our member guide, [visit the AFAA Shopping Cart](#)