



## **Membership Frequently Asked Questions**

### **I need to run the idea past our leadership—what’s the best way to explain the value of PTDA membership?**

PTDA membership supports every level of your business—from executives to frontline employees—through access to industry and market trend data, networking, training and tools that drive growth and efficiency. Many companies share that their decision-makers were quickly on board once they saw the tangible business benefits and minimal time investment required to get started. We’re happy to provide materials or even talk directly with your leadership to help make the case.

### **Isn’t the Industry Summit the only real benefit of membership?**

While the Industry Summit is a highlight, it’s just one part of the value we offer. PTDA members also benefit year-round from exclusive research like our *Voice of the Distributor and Voice of the Manufacturer Report*—the first of its kind—and the newly-updated *2025 PTDA Size of the Market Report*, online training for employees through our PTDA Learning Hub, networking and collaboration opportunities at Canadian Conference and committees, plus visibility in the industry. Many members say these resources are the “behind-the-scenes” ROI that makes membership a smart investment.

### **It seems expensive to join. What kind of ROI can I expect?**

PTDA membership is structured to deliver more value than it costs. From savings on training and access to member-only data and proprietary research, like our *Voice of the Distributor and Voice of the Manufacturer Report* and the newly-updated *2025 PTDA Size of the Market Report* to increased business opportunities through networking, most members recoup their investment many times over. We're happy to walk you through exactly what you'll get in return.

### **I’m worried it’s a long-term commitment. What if it’s not a fit?**

There’s no long-term contract. Membership is renewed annually, allowing you to reassess each year. But most members stay because they find consistent value and relevance to their business. We’ll help you make the most of your first year so you can see the benefits right away.

**Isn't this just for C-suite executives?**

Not at all. While leaders benefit from high-level networking and strategic insights, PTDA provides resources for every role—from sales reps and marketers to customer service teams and more. Whether it's training, benchmarking or market trend data, we have something to support your entire organization.

**PTDA doesn't focus on what's important for my business. The programs are too general.**

PTDA's programs are specifically tailored to the unique needs of the power transmission and motion control (PT/MC) industry. Our content is designed to address the most pressing challenges and opportunities facing the industry today, with a focus on practical solutions you can apply. Whether you're looking to improve your supply chain, or expand your customer base, PTDA's programs and resources—from publications to speaker presentations—are designed with your specific business needs in mind.

**I don't see how PTDA can help me grow my business. It's just a networking group.**

Networking is a critical part of what we do, but PTDA offers much more than that. Through exclusive research reports, educational programs and our extensive member resources, PTDA equips you with the insights and strategies you need to grow your business. In addition to networking, you'll gain access to invaluable tools that can help you enhance operations, increase efficiency and develop stronger relationships with customers and suppliers. Our events, including the Industry Summit and Canadian Conference, provide actionable insights that help members identify new business opportunities, improve their marketing strategies and address industry challenges effectively.

**It's difficult to find time to participate in PTDA activities when I'm already stretched thin with day-to-day operations.**

We understand that time is a precious commodity. That's why PTDA offers flexible opportunities to engage with the association in a way that fits your schedule. Online learning through the PTDA Learning Hub and other digital resources at [ptda.org](http://ptda.org) are available 24/7 so you need not interrupt your daily operations. Involvement on a task force or committee often include Teams meetings in addition to in-person collaboration and networking. Plus, our events like the Canadian Conference and Industry Summit are packed into a focused timeframe, ensuring you get maximum value in a short amount of time. Engaging with PTDA is an investment in the future of your business, and we make it as easy as possible to get involved.

**PTDA seems to be run by the big companies. What kind of voice or value is there for smaller organizations like mine?**

PTDA is built on the strength of the entire channel—small, mid-sized and large companies alike. In fact, many of our most engaged and influential members are small, family-owned

businesses. Our volunteer leadership includes representatives from companies of all sizes, and we actively seek input from a wide range of members to shape programs and priorities. You'll find your voice here and a community that values your perspective, partnerships and success.

**I already belong to so many trade and industry associations. What makes PTDA different?**

PTDA is laser-focused on the power transmission and motion control (PT/MC) industry—and on strengthening the relationships between distributors and manufacturers that keep it moving. Unlike broader associations, PTDA delivers highly targeted insights, tools and connections that speak directly to your business challenges. From exclusive market data and workforce solutions to channel-specific networking and training, everything we offer is designed with your niche in mind. If PT/MC is part of your business, PTDA is the one association built specifically to help you thrive in it.

*For more information on becoming a PTDA member, email [ptda@ptda.org](mailto:ptda@ptda.org) or call +1.312.516.2100.*