

Join the FEA as an Associate Member and open up a world of opportunity

## We are the FEA

With over 80 years of heritage and a support network of foodservice equipment industry experts the FEA is recognised as the largest and most influential membership association.

The FEA's remit encompasses the full spectrum of equipment and ancillary services, and includes suppliers to all the main foodservice and hospitality sectors.

## Benefits to Associate members

### Privileged access to network more effectively and build closer relationships with buyers from the 200+ industry leading member organisations

- **Direct Involvement** – in the £1bn foodservice equipment industry.
- **Genuine Influence** – with the 200 strong FEA membership.
- **Vital Information** – through access to critical business intelligence.

### Promote your business to this valuable market – FEA members and the wider industry

- Impactful and tailored sponsorship opportunities and member communications.
- Promotion of offers, added value services, advice and information to FEA members.
- Representation of your company, its products, brands and literature on the FEA web site.
- Access to the FEA member rebate for HRC, the industry's leading exhibition.
- Use of the FEA logo on letterhead, business cards and company literature.

### Network with this community of key decision makers

- Networking with senior managers, buyers and decision makers across the FEA membership.
- Direct involvement in FEA working groups and committees.
- Links to the European and international foodservice equipment industry.

### Access to FEA's valuable business support services

- Inside knowledge of the developments, trends and issues affecting our industry.
- Access to full FEA representational and lobbying services.
- Informal advice, guidance and support in developing your services to members and the industry.
- Access to a friendly, responsive and informed secretariat staff.
- Access to valuable discounted services such as conference bookings, FEA events and market information reports.
- Discounted places on the Certified Food Service Professional (CFSP) qualification and staff training programme.

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Foodservice Equipment Association - London - E1W 1YZ ■  
FEA is the trading name of CESA Limited registered in England No. 6620580

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 #FEAuk

## Associate membership

The FEA represents over 200 member companies, embracing the needs of the smallest independent businesses to the largest organisations. Their common link is an aim to serve the foodservice equipment industry in the most dynamic and responsible way.

FEA Associate membership is open to companies who are substantial suppliers and providers of materials or services to full FEA member companies.

## Our role and objectives

- To further the interests and raise the standards of the industry, and promote the welfare of its members.
- Sustained representation to relevant Government departments and regulatory authorities locally, nationally and internationally on all matters affecting members.
- Active co-operation with other like-minded trade associations in the UK and worldwide.
- Effective collaboration between all suppliers engaged in foodservice equipment supply.



## Our commitment to our members

The FEA is committed to helping members drive business growth and meet the challenges of today's industry environment more effectively. We have a range of comprehensive and practical business orientated benefits and services that include:

- Reassurance for members' customers and potential customers that they will receive the highest quality products, professional advice and service.
- Privileged access to the most up to date Technical and Regulatory information.
- A powerful voice through the FEA's active representation at the highest levels.



## Marketing and business support

- FEA provides a range of practical marketing and business services.
- Specialist activity areas to support a wide range of specific member interest groups.
- Harness an open and inclusive culture.
- Members can choose their own level of involvement through our open and inclusive culture.
- Use of the FEA designation to demonstrate commitment to quality and professionalism.

## Join the FEA today

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