

Shared Values: Independent, service, and growth

Strategic Networking Opportunities

The NEMRA Conference draws leading manufacturers' representatives, manufacturers, and channel influencers. AD attendees gain direct access to:

- *High-performing rep agencies that influence contractor and distributor decisions*
- *Manufacturers aligned with AD members*
- *Industry executives and decision-makers who can align on shared goals*

Why it matters for AD:

These connections can advance channel alignment and accelerate mutual growth initiatives

Collaboration Across the Channel

NEMRA emphasizes strong rep-manufacturer-distributor-contractor partnerships through:

- *Best practice sharing for mutual success*
- *Voice-of-customer panels featuring contractors and distributors*
- *Real-world case studies of modern rep-manufacturer dynamics*

Why it matters for AD:

Reps are a vital channel to market for many AD suppliers, effectively engaging them is essential

Channel Strategy & Advocacy

AD attendees can:

- *Advocate for local member needs*
- *Help shape discussions on go-to-market models*
- *Align on programs, service expectations, and data transparency*

Why it matters for AD:

Active participation ensures AD's voice is heard in the evolving channel landscape

Strengthening the Independent Channel

NEMRA champions entrepreneurial reps with deep local market knowledge and customer commitment-values that align with AD's mission.

Why it matters for AD:

Supporting the rep model aligns with AD's mission to empower independents and strengthen the value chain

The NEMRA Conference is more than an event—it's a strategic opportunity to strengthen partnerships, gain insight, and expand rep relationships that support AD members' long-term success