



PARTNERSHIP PROGRAMS

INCREASE YOUR OPPORTUNITY

For all our preferred partners, FCA cultivates relationships with industry decision makers, and those who influence them, through inspiration, information and interaction.

2021

ABOUT

DEMOGRAPHIC INFORMATION

FCA is an international trade association representing the largest group of contractors engaged in architectural glass & metal, drywall finishing, flooring, industrial coating, painting & wallcovering and sign & display work. FCA members share a common mission—to provide their customers with the highest quality craftsmanship in the finishing trades.

- FCA represents over 7,000 companies
- FCA member companies employ over 140,000 people
- Represents over 40% market share for some of the finishing trades with painting & wall covering having the lion share for this segment.
- Over 50 FCA Affiliates serve contractors on a regional/local level across North America

MEMBERSHIP BREAKDOWN

Specialty	#	%
Architectural Glass & Metal	1,300	18%
Drywall Finishing (some companies also offer painting)	1,974	28%
Flooring	152	2%
Industrial Coating	274	4%
Painting & Wallcovering	3,187	44%
Sign & Display Contractors	280	4%

INCREASE YOUR EXPOSURE

Training of apprentices and comprehensive upgrade training for journey workers in world-class education programs gives FCA Contractors the advantage by furnishing our customers with the best finishing-trades workforce available throughout North America.

70+ national and local, state-of-the-art training facilities are a primary factor in the FCA Contractors ability to provide a trained workforce that is truly second to none and can provide your organization with an opportunity for increased exposure to your products and services.

As you will see, you could be partnering with a community of contractors that is confident "We have what it takes to finish the job!"

FCA 2021 PARTNERSHIP PROGRAMS

PARTNERSHIP GOALS

1. Create a long-term relationship with significant mutual value
2. Develop a collaborative platform that creates a benefit for subcontractors and in turn drives new product/service development
3. Add revenue to both organizations' bottom-line

PARTNER LEVEL BENEFITS - \$2,500 INVESTMENT

- Use of the FCA logo
- Access to the contractor mailing list 2 times per year (subject to content approval)
- Featured as an FCA Partner on FCA's website with a hyperlink to your company's website
- First look at sponsorship and advertising opportunities with FCA
- Provided with a list of FCA Affiliates and Contacts

PREFERRED PARTNER BENEFITS (Package specifically tailored to provide partner value)

Advertising & Promotion

- Your company will be listed as a sponsor on FCA's website and in other marketing materials
- FCA Local Affiliates will be informed of the sponsorship and the collaborative nature of the relationship
- FCA members will be encouraged to review your company products prior to making purchasing decisions
- Your company will have access to the FCA mailing list, but the frequency and marketing promotions, must be preapproved by FCA
- Your company and FCA can develop a sales affinity purchasing program

FCA International Leadership Council Participation

Key sponsor of the 2021 FCA International Leadership Council

Wednesday, March 10 – Saturday, March 13

Over 100 FCA contractor owners/decision makers

- Opportunity to receive complimentary registration(s)
- Opportunity to present a workshop
- Opportunity to receive recognition in promotional materials, on signage and in the onsite program
- Opportunity to be a sponsor of the Banquet along with other sponsor opportunities
- Opportunity to participate in trade-specific meetings

FCA 2021 PARTNERSHIP PROGRAMS

Webinar & Education

- Opportunity to create a webinar and/or webinar series for FCA members
- Opportunity to develop a workshop for national and local meetings

Advisory Board Participation

- Your company has the opportunity to participate in the following advisory task groups:
 - a) Painting & Wallcovering
 - b) Industrial Coating
 - c) Drywall Finishing
 - d) Flooring
 - e) Architectural Glass & Metal
 - f) Sign & Display
 - g) Safety
- FCA will establish a Safety task force with your company participation
(Only relevant if you are in the safety business)

Collaborative Possibilities:

- Your company has the opportunity to develop focus groups with FCA
- Your company has the opportunity to develop user groups with FCA
- Your company has the opportunity to develop a special pricing/affinity program for FCA members

Local FCA Affiliate Sales Initiatives:

- FCA will make introductions on behalf of your company to the FCA Local Affiliates
- Your company has the ability to replicate national activities at the local level
- By way of accessing local affiliates and meetings, your company sales representatives have the opportunity to build valuable customer relationships

Other Opportunities:

- Open platform to FCA senior staff and leaders to discuss other opportunities
- Opportunity for additional promotion through sponsorship of FCA initiatives such as the CREST Safety Awards program

Information:

For information regarding partnering opportunities, please contact:
Richard Bright
FCA Director of Business Development
(410) 869-3253
rbright@finishingcontractors.org