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## The Support of your Industry's Trade Association

NABAS The Balloon Association Ltd is an association for people in the balloon industry run by an independent committee elected by its members. The members of the committee all have balloon orientated backgrounds as decorators, retailers, wholesalers and manufacturers and all have a common interest to inform, promote and train its members.

By being a member of NABAS you are not only adding credibility to your business, but you can voice your views on issues affecting our industry to people who can help and *who can make a difference*.

One example is the issue of the environment. Without NABAS, balloon releases, (which may be part of your business) may have been banned as they are in some states in America. NABAS ensured that interested organisations including the Marine Conservation Society were made aware of the fact that reputable releases strictly following the NABAS Code of Conduct ensured the protection of the environment.

## Membership Benefits

Listed below are a few items we think are important to your business:

### Public & Employer Liability Insurance

The law requires that as a business you must have adequate liability insurance cover. NABAS UK Retailer & Decorator members (Associate & Full only) are eligible for Public & Employer Liability Insurance cover. Please note: this is only available whilst you are a current NABAS member.

### NABAS Website

The NABAS website receives numerous hits each day by people looking for a Retailer or Decorator in their area. All Associate and Full Members are listed on the website by county and each member has the opportunity to provide a short write up for their profile and upload up to four images into their own Gallery.

### Referrals

NABAS advertises extensively nationally which leads to numerous enquiries from people asking for a Retailer or Decorator in their area. We instantly give them details of all NABAS Members in their locality.

### Closed Facebook page for NABAS Members only

This was launched in 2016 and has proved very useful to members – jobs shared, questions asked and problems solved.

### Yellow Pages

Advertise in the Yellow Pages Corporate Advertising Scheme under the NABAS banner at discounted rates.

### Information Link

If you have a problem regarding your business and need advice from people who can and want to help you, then call our help line - it's there for you. If we don't know the answer we can usually put you in touch with someone who does.

### Legal Helpline

If you need professional legal advice then you can call our Legal Helpline who will *offer* free advice over the phone, and preferential rates should you wish to take it further.

### HMCA Private Medical Plan

Time spent in hospital causes stress and inconvenience - we are therefore pleased to tell you that HMCA has arranged a Private Medical Plan for Members with savings of up to 50%.

### NABAS Fuel Card Scheme

NABAS have teamed up with The Fuelcard Company Ltd to *offer* it's members discounted rates on diesel with 4 major fuel brand networks. The Fuelcard Company can *offer* members a wide range of Fuelcards which *offer* a fixed weekly price on diesel. Offering savings of up to 6p per litre against national average forecourt prices!

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Registered Office: Katepwa House, Ashfield Park Avenue, Ross-on-Wye, Herefordshire HR95AX Tel: 01989 762 204  
Fax: 01989 567 676 email: [info@nabas.co.uk](mailto:info@nabas.co.uk) [www.nabas.co.uk](http://www.nabas.co.uk)

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### **AA Breakdown Cover**

NABAS has teamed up with the AA to *offer* members' substantial discounted rates from Home Start to Relay Plus **Sourcing**

NABAS are in contact with the industry's manufacturers. If there is that one product you have seen but can't get hold of - give us a call, we can probably give you a number of people to contact.

### **Networking**

NABAS provides opportunities for you to be in touch with other members. We want you to talk to other members, and to ensure that NABAS is a friendly interactive association.

### **Trade Magazines**

Our own in house e-magazine Balloonies which you will receive quarterly.

### **NABAS Logo**

NABAS logo for use on your own publicity (available by email on request).

### **Additional Ongoing Benefits**

The credibility of your business, Opportunity to promote your business and to communicate matters of interest in Balloonies, NABAS Membership List for referrals, Opportunity to participate in the National Balloon Week, Opportunity to become a NABAS Approved Teacher

## **Data Protection**

Data Protection, the information that NABAS holds about you is: Name; Business Name; Address; Telephone Number; Fax Number; E-mail address

**What does NABAS do with this information?** The information is held for the purposes of handling membership and membership benefits (Balloonies, Events, etc). From time to time we may advise you of special offers available to members but these are always vetted and approved by the Committee and deemed to be of special interest to the membership. The offers will always be sent by NABAS and not by a third party. We only ever pass information to a third party when it is for a membership benefit (once again vetted by the committee and deemed to be a benefit) and in these circumstances the third party is under a strict obligation to destroy the information once the benefit has been given. (Example: pre registration for Industry Trade Shows or Trade Association adverts in Yellow Pages) They are not permitted to record the information and have to sign a statement to this effect. Should you not wish your information to be handled in this way please contact the NABAS office.

## **YOUR CREDIBILITY**

### **Promoting your business and renewing your membership of your trade's Association**

Every industry needs an Association to which it can be affiliated as it gives the member businesses status. In an ever-competitive market, membership of a trade organisation such as NABAS The Balloon Association Ltd will give you a business advantage over a competitor without such endorsement.

The public is increasingly aware of the advantages in choosing a company who demonstrates its standards by agreeing to adhere to the code of conduct that is an inevitable part of the commitment a firm makes when it joins its sector's trade association.

Being a member of your trade's association means you are interested in

- maintaining standards
- keeping in touch with what's new
- ensuring that you are aware of good practice and keen to follow it
- aware that it is in the best interests of everyone that the industry has a good reputation based on a service to the customer that under promises and over delivers

and seeking to continually improve your performance to the benefit of your business and ultimately your clients.

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