

## Member Benefits Overview

Welcome to the Worlddidac Association — the only globally oriented organization dedicated to serving the needs and interests of manufacturers and suppliers of educational equipment and services worldwide!

Interested in becoming a member but not quite sure which membership type is the right fit for you? This overview is here to help you find the best match! If you still have any questions after reviewing the information, don't hesitate to reach out to us at [info@worlddidac.org](mailto:info@worlddidac.org) — we'll be happy to assist you!

In essence, membership for businesses is divided into 3 types to cater to differing requirements and focuses of respective target groups. The following is a brief summary thereof:



**Silver Membership** is designed for startups and organizations primarily interested in benefiting from exhibition discounts and access to the dealer database. As a more **passive membership level**, it does not offer a pathway to leadership roles within the Association, but it does include **one vote** in the General Assembly.



**Gold Membership** corresponds to the previous standard membership and is intended for organizations that wish to actively shape the future of Worlddidac and, in doing so, make a positive impact on global education. Members at this level are entitled to **two votes** in the General Assembly and are eligible to participate in the Association's Council.



**Platinum Membership** is designed for organizations that wish to go the extra mile in supporting the Association's mission to secure a leading role in the global education sector. This premium level of engagement offers direct business opportunities, grants members **four votes** in the General Assembly providing significant influence over the future direction of Worlddidac, and includes the eligibility to be elected to the Association's Council.

In addition, organizations are categorized into three types -Silver, Gold, and Platinum- and also into two membership levels based on annual revenue: **Level 1** for organizations with revenue under CHF 30 million, and **Level 2** for those with revenue of CHF 30 million or more. While the type determines the benefits and engagement opportunities, the membership level influences the applicable membership fee.

## Membership Level Comparison:

	Silver	Gold	Platinum
Networking with other members	√	√	√
Company logo on Worlddidac website	√	√	√
Editable Company profile page on Worlddidac website	√	√	√
Usage of the Worlddidac logo	√	√	√
Worlddidac Internal Bulletin (Bi-Monthly)	√	√	√
Business Exchange Club Participation (special conditions apply)	√	√	√
Logistic services by Kuehne + Nagel	5%	5%	10%
Discount on Worlddidac Award participation	10%	15%	20%
Own articles in the "Worlddidac Members Market Place" newsletter	√	√	√
Company logo depicted on the member panel during exhibitions	√	√	√
Discount at Worlddidac branded exhibitions	√	√	√
Discount at selected international exhibitions	√	√	√
Access to the Agents and Distributors Database	√	√	√
Member support at exhibitions	√	√	√
Voting right(s) at General Assembly	1	2	4
Access to tender bids	-	√	√
Market Information Library	-	√	√
Eligibility for the Council membership*	-	√	√
Purchase of available market specific research	-	√	√
Invitations to join trade missions	-	√	√
Premium placement on Worlddidac.org	-	(√)	√
Social Media Presence	-	(√)	√
Initiation of customized market specific research (fee)	-	-	(√)
Business opportunities in conjunction with Worlddidac	-	-	√
Future Talk complimentary access (limited to 4 tickets)	-	-	√
UNESCO Global Education Partner (ask for more details)	-	-	√
Access to the International Projects Library	-	-	√
Yearly Membership Fee starting from in CHF	1'800.-	2'500.-	4'900.-

( ) = Available at extra charge

## **Explanation of Benefits:**

### **Networking with Other Members**

Networking is key to business success. While online platforms make expanding your network easier, finding the right contacts can still be a challenge. At Worlddidac, you can be confident that all members share a common goal: delivering top-quality educational equipment and services globally. Through the Membership Resources section on worlddidac.org, you have full access to member information. We continually improve our website's search functionality to help you find the right partner quickly. Reaching out to fellow members with business proposals, whether offers or requests, is encouraged and welcomed. The Secretariat is also happy to make personal introductions.

### **Company Logo on Worlddidac Website**

We take pride in promoting our members and showcasing them prominently on our website, aligning your brand with the only global association dedicated to educational equipment and services. Being part of the Worlddidac Association means being associated with quality, innovation, and ethical business practices, privileges, honours, and responsibilities that our members value and uphold with pride.

### **Editable Company Profile Page**

Getting exposure within the Worlddidac community is easy. Members can create and manage their own online profiles, including company and product/service details, through a secure, password-protected login. This information can be updated anytime.

### **Usage of the Worlddidac Logo**

As a Worlddidac member, you are entitled to use the Worlddidac Association logo in your marketing and communications, showcasing your affiliation with a trusted global organization.

### **Worlddidac Internal Bulletin (Bi-Monthly)**

Every two months, we send out a newsletter filled with updates on upcoming events, past highlights, Worlddidac activities, and industry news. It includes information about exhibitions, surveys, and website improvements, providing valuable insights without overwhelming your inbox.

### **Business Exchange Club Participation**

Business Exchange Club is a networking hub of dealers and distributors with manufacturers which takes place alongside one of the Worlddidac shows. It is planned to be organised once a year (or more often upon sufficient request). The club serves as a business platform for its participants which is aimed to introduce them to new contacts and opportunities.

### **Discount on Worlddidac Award Participation**

Worlddidac Award is presented every two years by the Worlddidac Foundation. It is an internationally recognised distinction for educational products and solutions. A group of teachers and a group of experts assess and evaluate products entered. Their assessment is based on clearly defined criteria. Worlddidac Foundation would like to motivate manufacturers of educational products to develop high quality and innovative products and supports the continuous further development thereof and thus the improvement of learning and teaching.

The participation in the competition is payable to cover the costs of the administration and promotional processes and preserves the financial independence of the Worlddidac Award from the Worlddidac

Association. Worlddidac members who present their products to the jury for assessment qualify for a discount based on their membership level.

### **Own Articles in the Worlddidac Member Market Place Newsletter**

The Member Newsletter is your opportunity to promote your company and products on a bi-monthly basis using a mailing list exclusive to the Worlddidac Association. The addresses used are sourced from Worlddidac reference information obtained over time from different exhibitions and from website enquiries received, and the recipients are all interested in education equipment and services and are keen to read our emails.

### **Logo Displayed on Member Panel During Exhibitions**

At most partner exhibitions, Worlddidac is present to support its members who are also participating. Worlddidac proudly displays the logos of its members on the walls of its exhibition stand and will assist with enquiries received by taking notes from visitors, asking for contact information and passing this on to the respective member.

### **Discount at Worlddidac branded exhibitions**

One of your priorities—promoting yourselves—is also one of our priorities. For this purpose, we are continuously negotiating member-specific discounts with relevant exhibition organizers around the world. These discounts are available for silver, gold and platinum members.

### **Discount at selected international exhibitions**

Worlddidac members benefit from special member prices and networking services (e.g. Worlddidac Business Exchange Club and Worlddidac Conferences) at selected international exhibitions. Before you book a stand at any international show, please ask the Worlddidac team about the opportunity to exhibit within the Worlddidac Pavilion or a Worlddidac Member Zone.

### **Access to the Agents and Distributors Database**

Is finding a partner to promote your solution in another market important to you? We are constantly striving to find dealers, agents, distributors, etc. who are relevant to our members. This information is made available to our members.

### **Member support at exhibitions**

At select exhibitions, the Worlddidac Association is present with its own booth and offers support to its members. This support can be seating for 1 on 1 meetings, drinks, snacks, etc. as well as other amenities during the exhibition. Special requests may also be accommodated; however, these could be subject to payment by the requesting member.

### **Access to tender bids**

We know how tedious it is to search the internet for tenders and other leads. On a weekly basis, we post tenders in the Worlddidac.org Membership Resources and provide our members with potential leads in this way. These leads are searchable with keywords, and members may receive automated emails if a tender contains certain relevant keywords (entered and manageable by the member).

### **Access to the Market Information Library**

Worlddidac has taken the time to compile a library of relevant market information publications from various sources such as the Asian Development Bank (ADB), the Worldbank, United Nations Educational, Scientific and Cultural Organization (UNESCO), and Organisation for Economic Co-operation and Development.

### **Purchase of available market specific research**

The markets keep changing and the need to stay current is increasing. Worlddidac does its best to acquire market specific research and make this available to its members. Such research does not come free of charge, and therefore Worlddidac must cover its costs. Access to such research however is more affordable via Worlddidac.

### **Invitations to join trade missions**

Worlddidac constantly strives to organize relevant trade missions to countries of interest for its members. Trade missions assist in opening doors to help gain access to individual markets. The focus of such is to bring members in contact with government officials (decision makers) and potential dealers, agents, distributors, etc. from the targeted countries.

### **Premium placement on Worlddidac.org**

The Worlddidac homepage is visited by key individuals from around the world. Members can promote themselves with their advert for a limited period in a prime position on the Worlddidac website. Part of this offering includes online exhibitions.

### **Social Media Presence**

Worlddidac is “where education comes together” we are in continuous dialogue with key stakeholders of the education industry - also on our Social Media Channels (LinkedIn, Facebook and Instagram). We offer you the opportunity to use our Channels to promote your company, to share corporate advertisements, special events or job opportunities with the Worlddidac Community and the education world.

### **Voting right(s) and eligibility for the Council membership**

Worlddidac membership tiers are designed to support either passive or active participation. The Silver level is considered passive, as the benefits provided exceed the cost of membership. Gold and Platinum members, on the other hand, are more actively involved and view their membership as a strategic investment—playing a key role in shaping the future direction of the association.

Silver members are entitled to one vote. Gold members receive two votes, while Platinum members are allocated four votes. In addition, every Gold and Platinum member has the right to nominate one representative from their company to serve a two-year term on the Worlddidac Council, contributing to the leadership and strategic development of the association.

### **Initiation of customized market specific research**

Market specific research is costly as previously mentioned. Customized market specific research, on the other hand, is even more expensive. The Worlddidac Association is prepared to organise such research on the request of 5 or more platinum members, who will jointly define the scope and share the initial costs of such research. This research will thereafter be made available to the gold members at a defined price. In return, the platinum members shall receive compensation on their initial investment for each sold document.

### **Business opportunities in conjunction with Worlddidac**

Worlddidac will set out to take on an advisory status for large international organizations such as the World Bank, Asian Development Bank, and the UN's individual subdivisions which are relevant to the field of education; and will create working groups amongst the members in accordance to the subject being handled by those organizations. In its advisory role, Worlddidac will voice the benefits of using the right technologies, methodologies and services as well as the right mix of the aforementioned when it comes to improving the standards in education in a specific region or country. The combined knowledge of Worlddidac members, in their individual fields, is second to none and can effectively be harnessed and channelled in this manner. Platinum members can count on Worlddidac actively positioning them prominently with these organizations. As specific projects arise which result in turnover, the Worlddidac Association will in return receive a 4% commission of the project turnover from the platinum member.

### **Future Talk complimentary access (limited to 4 pax)**

Future Talk is an initiative of Worlddidac to create an education forum, following the example of the yearly World Economic Forum (WEF) in Davos. This special forum/conference will address governments and funding agencies on a high level and shall serve as an instrument to define common goals and strategies throughout the world of education. Future talk shall be a limited access event, so that a dialogue may take place. Platinum members will receive complimentary access for up to 4 persons.

### **Access to the International Projects Library**

Staying up to date with international projects and their Current-State requires much effort. However, this effort is necessary because this is where a supplier can have a large impact on education. As an exclusive service to our platinum members, the secretariat regularly updates the current status and adds new projects to the 'library'.