Benefits of being an ABA member
Active Membership

**Advocacy**
Support the mission of the beverage industry’s trade association—to unite America’s non-alcoholic beverage companies to achieve responsible public policy and promote our industry’s commitment to customers, consumers and communities.

**Networking**
Opportunities through ABA meetings and events.

**Exposure**
Listings in all member publications and online sites.

**ABA Website**
A wealth of information at your fingertips featuring our blog Sip & Savor plus exclusive access to the Member Resources section which provides valuable resources, such as economic impact data, legislative tracking materials, scientific policy analyses and various communications tools.

Visit [www.americanbeverage.org](http://www.americanbeverage.org) for more information.

**Use of ABA Logo**
Promote your ABA affiliation (usage guidelines provided).

**Information**
Access to ABA’s print and electronic publications and newsletters including:

- **SmartBrief**
  A daily email compilation of the top beverage-related news stories of the day.

- **Updated Scientific Publications**
  Science intelligence and news affecting the beverage industry.

- **Online Member Directory**
  Current listings of active, associate and international members, including contact information and brands, and the products and services of associate member companies—our industry’s valued business partners.

- **Online Buyers Guide**
  Showcases and promotes the goods and services of industry suppliers.

- **Annual Review**
  An annual snapshot of ABA’s efforts and initiatives on behalf of the beverage industry.

**Plus...**
Industry Alerts and Targeted Communications