



British
Educational
Suppliers
Association
a company limited by guarantee

“BESA’s purpose is to promote, inform and enhance the business of its members.”

Membership

How can BESA membership assist my business in sales, marketing and events?

1. **BESA website** – now regularly receiving over 70,000 actual visits a month (actual visits are classed as staying for 5 minutes or longer).
2. **The BESA Code of Practice** – use the logo to ensure that customers know that you value safety, reliability and value for money.
3. **Website branding** – you can include a list of up to 100 associated brand names, including logos.
4. **Members 'Google'** – our website now contains a Google search box, findings restricted to BESA member entries. You need to notify us of changes to your website details.
5. **BESA daily news** – a digest of educational related web-linked articles appearing in the media on the BESA homepage.
6. **Publish press releases** – BESA member press releases and product publicity can be featured as 'BESA member news items' on the website.
7. **Weekly industry education news** – direct to your Inbox. You choose which service you or others in your organisation need.
8. **BESAbook** – the Directory of Products and Suppliers (the BESAbook), is distributed to over 5000 educational professionals at BETT and over 4000 at the Education Show.
9. **BETT** – BETT is the world's foremost event for ICT in education. BESA members receive a 5% discount off the cost of exhibiting at the Show.
10. **The Education Show** – The Education Show is the key event for general school resources. BESA members receive a 15% discount off the cost of exhibiting at the Show.
11. **Specialist Schools and Academies Trust National Conference Exhibition** – BESA has made the Specialist Schools Trust National Conference Exhibition an unmissable event with over 2000 Head teachers attending.
12. **Networking events** – a regular calendar of events allow members to develop relationships within the industry and with fellow professionals. These take the form of gala dinners, awards evenings and informal information and meeting days.
13. **Seminars** – in order that members may be kept informed of developments within education, free seminars are arranged each year.
14. **Research** - BESA provides members with over 20 pieces of timely research a year, ranging from large-scale research (Resources In UK Schools) to individual topic areas (Literacy Resources, Science Resources) to 'snapshot' pieces, relating to the state of the market at any one particular time.
15. **Tenders** – The BESA website provides a free tenders service, covering both UK and international opportunities.
16. **International** – BESA organises specific sector-related overseas missions, exhibitions and seminars. It also offers practical advice and information for exporters.
17. **Special Interest Groups (SIGs)** – with a diverse market, BESA recognises the importance of bringing together members with common interests to share ideas, information and maintain a tight focus on each market place.
18. **Advertising discounts** – members can receive discounts, e.g. EducationGuardian 20% discount off rate card advertising (jobs section excluded).

Here are just some of the ways that our Information Services team can be of help to you:

1. **BESA website** – now regularly receiving over 70,000 actual visits a month (actual visits are classed as staying for 5 minutes or longer).
2. **Website entry** – list your company's contact details, logo, company description and a list of up to 100 associated brand names and keywords. This can be amended at any time either by yourself online or by BESA.
3. **Members 'Google'** – our website now contains a Google search box, with findings restricted to BESA member entries. You need to notify us of changes to your website details.
4. **Publish press releases** – BESA member press releases and product publicity can be featured as 'BESA member news items' on the website.
5. **Case studies** – publish innovative applications of your products on the BESA website.
6. **E-Alerting service** – regular industry and education news direct to your inbox. You choose which service you or your colleagues need.
7. **BESA daily news** – a digest of educational and industry related web-linked articles appearing in the media on the BESA homepage.
8. **Insight** – monthly newsletter to members providing analysis of current commercial and educational issues.
9. **Weekly news summary** – a weekly digest of articles appearing in the press and BESA activities.
10. **UK and International tenders** – delivered midweek to your inbox.
11. **Education newsfeed** – selected stories from the press relating to schools, teaching and education.
12. **BESA factfiles and briefings** – handy single sheet guides to educational issues available from our website.
13. **Telephone support** – our Information Services team can direct you to various information sources on the BESA website in education and resources.
14. **Desk research** – the information team can take on small-scale desk research projects within agreed parameters.
15. **Research** – BESA provides members with over 20 pieces of timely research a year, ranging from large-scale research (Resources in UK Schools) to individual topic areas (Literacy Resources, Science Resources) to 'snapshot' pieces relating to the state of the market at any one particular time.

Here are just some of the ways that BESA's international team can be of help to you:

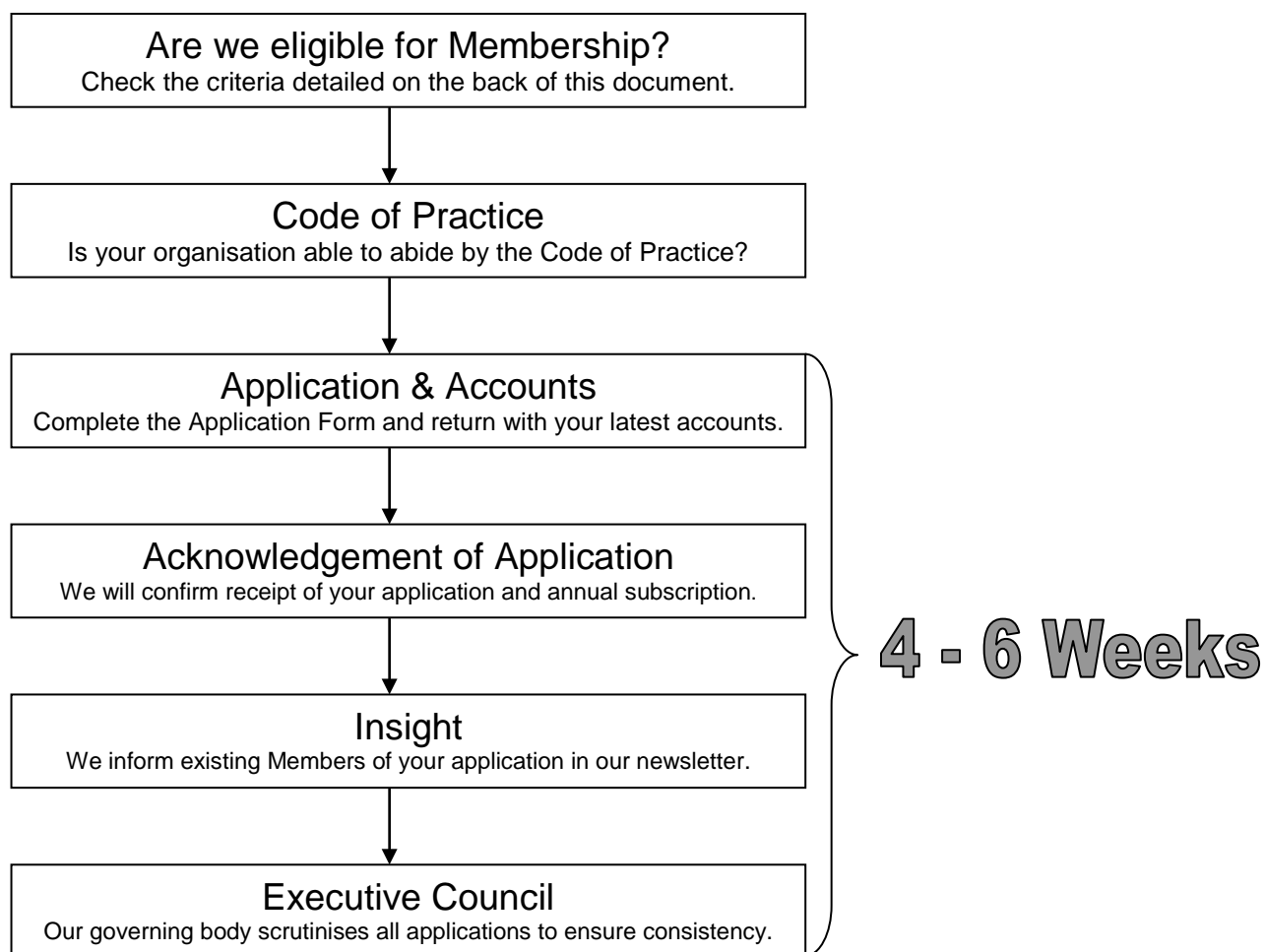
BESA recognises the continuing globalisation of the education equipment market and takes seriously its role in encouraging firms to export.

1. **The BESA Code of Practice** – use the logo to ensure that customers all over the world know that you value safety, reliability and value for money.
2. **Weekly industry education news from the UK and overseas** – direct to your Inbox. You choose which service you or others in your organisation need.
3. **BESAbook** – the Directory of Products and Suppliers (the BESAbook), is distributed to educational professionals and key purchasers all over the world.
4. **BETT** – BETT is the world's foremost event for ICT in education. BESA members receive a 5% discount off the cost of exhibiting at the Show. BETT now has a 25% international attendance.
5. **The Education Show** – The Education Show is the key event for general school resources. BESA members receive a 15% discount off the cost of exhibiting at the Show. Working with UKTI, we bring Commercial Officers and buyers from all over the world.
6. **Sector-related overseas missions, exhibitions and seminars** – BESA works with UKTI to bring UK suppliers to overseas markets. Grants are sometimes available.
7. **International leads** – after every overseas mission or exhibition, leads are available on request.
8. **Governmental links** – BESA maintains close links with various Government departments and agencies that have an international remit to raise the profile of the sector, and to secure funding and opportunities that will increase members' opportunities for developing sales overseas.
9. **Advice** – BESA also offers practical advice and information for exporters.
10. **Networking events** – a regular calendar of events allow members to develop relationships within the industry and with fellow professionals. These take the form of gala dinners, awards evenings and informal information and meeting days.
11. **Seminars** – in order that members may be kept informed of current developments within education, a series of free seminars are arranged each year, including a focus on international sales.
12. **Research and Market reports** – market reports on various countries or regions around the world available to BESA members.
13. **Tenders** – The BESA website provides a free tenders service, covering both UK and international opportunities.

How do we join BESA?

Membership encompasses over 300 providers of equipment, materials, consumables, furniture, technology, ICT systems, software and related services from pre-school to further and higher education.

Application Procedure – See the page overleaf for details of the Eligibility for Membership and Code of Practice.



Subscriptions – the cost of joining BESA is based solely on UK & Export Education & Training Turnover:

Category	Turnover - £	SUBSCRIPTION	
		Basic - £	Additional* - £
A	0.0m-0.5m	735	-
B	0.5m-1.0m	735	84
C	1.0m-3.0m	1,155	56
D	3.0m-5.0m	2,275	40
E	5.0m-8.0m	3,075	29
F	8.0m-19.0m	3,945	16
Maximum	19.0m +	5,705	-
New Member	-	-	100

*Add per whole £100,000 turnover above category base. E.g. a turnover of £650,000 attracts a subscription of £919, the base subscription for category B (£735) plus £84 for the whole £100,000 turnover above the category B base turnover of £500,000. There is also a £100 one off fee for all new Members.

Eligibility for Membership of BESA

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Organisations wishing to join BESA must:

- be independent of their customers and not enjoy any special status with them which has not been achieved by a commercial process
- be subject to normal trading arrangements and commercial in outlook and operations
- be trading fairly and have done so for two years prior to gaining Membership
- be able to show that they are financially sound
- derive revenue from the sale of goods and services to the education and training market and have done so for a minimum of 2 years prior to application
- be in a position to supply details of satisfied customers who have purchased their products or services during the previous 2 years
- provide evidence, if requested, of their ability to fully comply with the BESA Code of Practice
- have a UK base and either be UK registered companies (including FC status) or firms based solely in the UK

BESA Members' Code of Practice

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- Our products are of a proper quality, safe and suitable for educational use.
- Our products comply with current British safety regulations. Except where toxic and hazardous substances are required to achieve the purpose of the product, then all products will be marked with full safety instructions or symbols.
- Our products and services are fairly and properly described in catalogues and advertising materials.
- Where advisory or consultancy services are offered they will be performed with reasonable care and skill.
- We value our customers and promise a high standard of customer service and deal promptly with any complaints.
- We carry public liability insurance at a level appropriate to the range and value of our products and services.
- Our representatives abide by the BESA Representative's Code of Practice and will present their BESA Member Representative's card on any visit.
- Agreement to abide by this Code of Practice is a requirement for membership of the British Educational Suppliers Association.