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## IRTA Member Benefits

### Education & Networking Opportunities

#### **IARW-WFLO-IRTA Convention & Expo**

This annual association event features timely educational programs and industry exhibits focused specifically on products and professional services of interest to cold chain professionals. With an average registration of about 600, including members of the International Association of Refrigerated Warehouses (IARW), this is the place to meet with industry decision makers.

#### **Global Cold Chain Alliance Assembly of Committees**

IRTA members may participate, at no charge, in the IRTA Transportation Committee and other meetings at the annual Assembly of Committees along with members of IARW, the World Food Logistics Organization (WFLO) and International Association for Cold Storage Construction (IACSC). In total, ten committees meet to discuss current issues in transportation, warehouse operations, administration, construction trends, research and more.

#### **WFLO Institute**

IRTA member companies are entitled to register one employee at the WFLO member rate to participate in the only comprehensive cold chain training program in the world. Divided into seven tracks—Facilities Management, Finance and Productivity, Food Science/Food Safety, Human Resources, Logistics Management, Risk Management, and Warehouse Technology—the Institute curriculum provides a sound industry overview.

### Marketing

#### ***Global Cold Chain Directory***

As an IRTA member, your company will have a listing in the annual *Global Cold Chain Directory*. Published in conjunction with the other GCCA Core Partners, the *Directory* includes over 500 pages of cold chain providers and is the sourcebook for over 3,000 cold chain professionals and customers searching for cold chain solutions. A searchable, electronic format is also available online from the IRTA website [www.irta.org](http://www.irta.org).

#### **Advertising and Sponsorships**

IRTA members have the opportunity to advertise in the *Global Cold Chain Directory* and receive daily exposure for an entire year to a readership tailored to their companies' services. Additional advertising opportunities are available throughout the year in the quarterly IRTA newsletter, *IRTA Report*. Sponsorship opportunities are available at many association events.

#### **IRTA Logo**

All members may use the association's logo on their website(s), stationery, advertising or other printed material as a visible "seal of quality."



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## Member Communications

### **COLD FACTS Magazine**

The bimonthly *COLD FACTS* magazine is a direct link to 3,500 of the top decision-makers in the international cold chain, which include members of the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction. Cold Facts reports on all association programs and activities, the latest cold chain trends and advancements, and provides in-depth market intelligence studies.

### **E-Newsletter**

Once a month, all members receive the *Cool Moves* e-newsletter, which contains brief updates on industry news, government and legal matters, association business and events, and more!

## Government Affairs

### **Monitoring**

The IRTA staff monitor both Congressional and regulatory activity, as well as selected state and local jurisdictions. Through contacts on Capitol Hill and at federal agencies, IRTA keeps members abreast of issues including regulatory compliance, food safety, energy, tax, small business matters, security requirements, and other topics which impact the temperature-controlled logistics industry. Get members only access to government affairs resources targeted to help your business understand and adapt to government policy changes, including access to the Global Cold Chain Alliance's Government Affairs website, Government Affairs webinars and articles in Global Cold Chain Alliance publications.

### **Advocacy**

IRTA understands your needs, conveys your message to government decision makers, and gives you a voice in Washington. IRTA engages Congress and the Administration on your behalf and gives members the tools they need to proactively influence public policy impacting our industry. IRTA also actively participates in coalitions in Washington and works closely with allied organizations to promote policies beneficial to the temperature-controlled logistics industry. IRTA staff is on call to respond to questions and help members through the regulatory maze, working to ensure that the temperature-controlled logistics industry is not subjected to onerous and unreasonable requirements.

## Technical Resources

### **Scientific Advisory Council (SAC)**

IRTA members have access to the distinguished food scientists serving on the WFLO Scientific Advisory Council. SAC members are called upon to advise members about the proper storage and handling of refrigerated and frozen products. In 2005, IRTA added a specialist in perishables transportation to this prestigious panel.



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## **International Outreach**

### **Cold Chain Development**

Through a growing number of government-funded projects, and in partnership with WFLO, IRTA actively contributes to increasing awareness of cold chain issues. With assessments, training, design and feasibility studies, the organizations work to ensure the growth of a strong industry. A strong industry means higher quality and volume of product, and a greater number of business opportunities.

### **Consultancy Opportunities**

With a growing number of development projects to implement, WFLO and IRTA regularly seek short-term technical assistance from member companies. Participating members gain invaluable insight into the state of the cold chain in developing countries, as well as the opportunity to make industry contacts in nations with growing economies.