



# WHAT CAN ANSI MEMBERSHIP

## DO FOR YOUR ORGANIZATION?

Join a dynamic community of forward-thinking companies, organizations, government entities, consumer groups, educational institutions, and other public and private sector innovators who are harnessing the power of standards to position themselves for long-term success!

Standards affect your bottom line, and ANSI membership gives you the power to influence the outcome. You'll gain opportunities to impact technical and policy developments, optimize your market position, and keep up with the latest developments in the U.S. and globally. Companies and organizations that participate actively in standards development can see increased efficiencies, growth and market access opportunities, and a competitive advantage over those who don't. ANSI membership provides a seat at the table to access these strategic benefits.

# WHY BECOME AN ANSI MEMBER?

Membership in ANSI is the key to unlocking the benefits and opportunities that standardization can provide for your organization. Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market, enhancing your profitability.

Companies that participate in standards development activities can:

**\$ REDUCE COSTS**

**↑ INCREASE EFFICIENCIES**

**↗ FACILITATE MARKET ACCESS**

**🏆 GAIN A COMPETITIVE ADVANTAGE**

## KEY ANSI MEMBERSHIP BENEFITS

**ENGAGEMENT & PARTNERSHIP**  
across the standards community

Opportunities to **INFLUENCE**  
U.S. and international positions and policies

**ACCESS** to market intelligence, news, and standardization guidance

**RECOGNITION**  
and promotion

## WHAT MEMBERS SAY

### WHAT WE APPRECIATE ABOUT ANSI MEMBERSHIP:

...coming together to collaborate around big international issues

...increasing the credibility of our organization and learning from others

...keeping informed of changes in the standards landscape, and opportunities to influence standards development

...strategically influencing outcomes and processes with ISO and IEC

...expanding our industry's understanding on the value of standards

...accessing knowledge about standards and accreditation

*"ANSI membership enables all of us to recognize the ways that we can better perform and remain relevant and useful to the industries and consumers that rely on our work."*

*"ANSI's role as an ambassador to the international standards community on behalf of U.S. industry is critical. We depend on their support for global advocacy of a voluntary, industry-led standardization system."*

*"In our industry, standards are everything, so our participation with ANSI is paramount to the success of our business."*

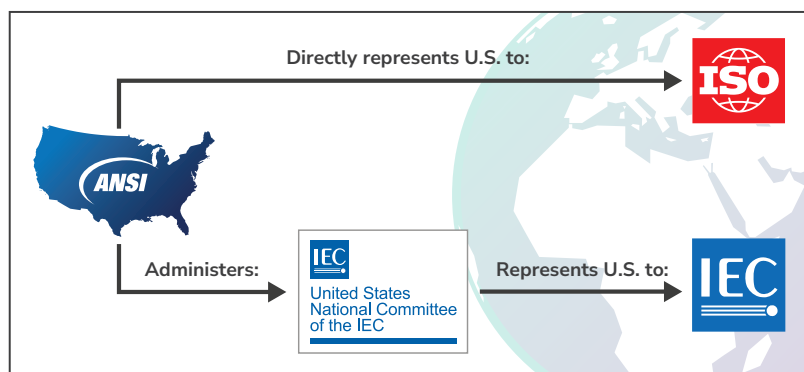
# GET THE MOST OUT OF STANDARDS INVOLVEMENT

## ENGAGEMENT OPPORTUNITIES FOR MEMBERS

If you're ready to take your standards involvement to the next level, ANSI membership is the way to do it! These opportunities are available for members only:

## INTERNATIONAL CONNECTIVITY AND LEADERSHIP

ANSI is the **sole U.S. representative** to the International Organization for Standardization (ISO) and—through the U.S. National Committee (USNC)—to the International Electrotechnical Commission (IEC). Being involved in these activities allows your organization to influence standardization at a global scale.



### ANSI ISO Council (AIC)

Members of the ANSI ISO Council (AIC) guide ANSI's activities in the international standards arena, from helping to develop positions on proposals for new areas of standardization, to identifying leaders for standards committees.

### Technical Advisory Group (TAG) Administrators

ANSI facilitates member participation in international standards through TAGs. These groups mirror ISO and IEC committees, giving U.S. participants a strong voice in international standards development, while also formulating U.S. positions on ISO and IEC activities.

Each TAG has an administrator, who is seen as a leader in their industry's standardization community. Administrators convene U.S. stakeholders from industry, government, companies, educational institutions, consumer groups, and others to develop creative solutions to emerging issues that affect their industry.

### ISO/IEC Secretariats

Secretariats play an essential role in the success of an ISO or IEC committee, providing key administrative leadership of the committee. When ANSI holds a Secretariat and delegates that responsibility to an external organization, it establishes U.S. leadership in the technical sector providing a position of influence within the committee.

# GET THE MOST OUT OF STANDARDS INVOLVEMENT

## ENGAGEMENT OPPORTUNITIES FOR MEMBERS (cont.)

### ACCESS TO INFORMATION, MARKET TRENDS, AND OPPORTUNITIES TO INFLUENCE U.S. POSITIONS AND PRIORITIES

#### Member Forums

ANSI's Member Forums represent the company, organizational, government, and consumer segments of ANSI Membership. Each Forum provides a venue for our members to collaborate and network with their peers and industry leaders, gaining opportunities and insights related to standards that support their growth and success.

#### Policy Advisory Groups (PAGs)

ANSI Policy Advisory Groups identify trends and issues in three areas: International policy, national policy, and intellectual property rights. As a member of one of these groups, you can provide input in the development of ANSI's policy positions—positions that have an impact on standardization across every industry.

#### Access to Members-Only Publications

ANSI members receive access to exclusive publications and market intelligence, including the *ANSI Government Relations & Public Policy Monthly Update*, *ANSI in China* and *ANSI in Africa Newsletters*, *Did you Know?* monthly update on member benefits, and quarterly letter from the ANSI president.

#### Have a Voice

Nominate candidates and vote for nominees for the ANSI Board of Directors and Policy Advisory Groups

## MEMBER DISCOUNTS

- Up to 20% discount on standards—including ISO, IEC, and other selected standards—and on standards subscriptions
- Discounted pricing on ANSI-led training and education events, and a 10% discount on ANSI National Accreditation Board (ANAB)-led training ([www.anab.org](http://www.anab.org))
- Special member savings on other products and services

# ANSI'S STRATEGIC PRIORITIES

## LEADERSHIP IN AN EVOLVING STANDARDS LANDSCAPE

The world is changing at an incredible pace. By becoming an ANSI Member you are joining a vibrant community that helps bolster the U.S. standardization system and its impact, both domestically and globally.

## STRENGTHENING U.S. GLOBAL LEADERSHIP AND COMPETITIVENESS

- Growing leadership roles and U.S. engagement in regional and international standards venues, especially in critical and emerging technologies
- Advancing emerging technologies and national/global priorities through cross-sector standardization collaboratives and workshops
- Expanding training and education to increase effectiveness of U.S. participants in international standardization

## PROTECTING THE INTEGRITY OF THE RULES-BASED, PRIVATE-SECTOR-LED SYSTEM

- Championing ANSI's *United States Standards Strategy* and the *Essential Requirements*, for a robust private-sector-led system
- Advocating for adherence to the World Trade Organization principles for standardization globally
- Monitoring emerging international policies that impact the ability of the U.S. to participate and compete effectively, while advocating for U.S. interests
- Addressing legal and practical challenges to copyright in standards

## ENHANCING GOVERNMENT OUTREACH, EDUCATION, AND EXCHANGE

- Advocating for private-sector solutions to public policy goals
- Enhancing relationships with federal, state, and municipal agencies, such as White House offices, key agency leaders, and Congress
- Expanding the impact of public-private capacity building partnerships that support market access and trade development in emerging markets around the world

## EXPANDING EDUCATION AND OUTREACH

- Expanding access to education and training resources for standards participants at every level, including the next generation of diverse standards professionals
- Fostering connections with non-traditional participants
- Organizing issue-based forums on pressing issues affecting the standardization community

## READY TO GET INVOLVED?

[ansi.org/membership](https://ansi.org/membership) | 212.642.8922 | [membership@ansi.org](mailto:membership@ansi.org)

