



Canadian Electrical Manufacturers' Representatives Association

EFC's CEMRA is the only network of its kind in Canada that connects leading sales and marketing agencies with electrical equipment manufacturers—creating powerful synergies that accelerate channel opportunities. As an EFC-CEMRA member, you're part of a professional group that is strongly valued and recognized by EFC's manufacturer members.

Reach the pinnacle of distinction as a sales leader in the electrical industry. Become a CEMRA member and elevate your company's brand recognition as you also strengthen your partner relationships. EFC's manufacturer members trust the professionalism, effectiveness and profitability that CEMRA members deliver.



Expand Your Footprint in the Canadian Electrical Market by Joining EFC's CEMRA Network Today!

Key Benefits of CEMRA Membership:

- + Programs and services designed to further advance the Canadian electrical market (e.g. scholarship and Young Professionals Network programs, technical and channel training modules)
- + High-level statistical data on total (collective) sales by CEMRA members
- + Full access to CPMR/CSP certification programs
- + Access to NEMRA's RepConnect, PowerPact Partnership Tool Suite, and other training programs
- + Best practices that offer uniformity within the electrical manufacturers' rep market (e.g. supply chain/operations excellence, accounting procedures, human resources guidelines, etc.)
- + Networking events, including an annual national conference with opportunities to host private meetings with manufacturer partners, regional industry receptions and other special events held from coast-to-coast
- + Research and communication programs that keep members fully informed on the latest industry trends and developments

EFC empowers CEMRA members with networking opportunities and professional development resources, allowing them to advance their business in a safe, collaborative environment. Join this important network and elevate your company's brand, while expanding your sales footprint in the Canadian electrical market.

Who can join? Independent sales representatives (persons or corporations) in the Canadian electrical industry who have been in business for a minimum of two years, and who represent two or more electrical manufacturers and who maintain their own office and employees, independent of their manufacturer partners.

View a list of current EFC members, including CEMRA representatives at
electrofed.com/members

Experience the power of membership by becoming an EFC-CEMRA member today at
electrofed.com/how-to-join