



aiia

australian information
industry association

AIIA NEW Members Promotional Pack

WELCOME!

We excited to have you join us as an AIIA member!

The AIIA

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. We are a not-for-profit organisation to benefit members, and AIIA membership fees are tax deductible.

Since 1978, the AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for our members and to contribute to Australia's economic prosperity.

Purpose

We are proud that you have joined the AIIA and encourage you to tell your team, contacts, clients and networks that you are now part of Australia's significant association representing the tech sector.

In this pack you will find the AIIA New Member collateral that can be used in your email signatures, on your social media channels, LinkedIn, Facebook and Twitter.

Social Media Channels – Promote you are a member of the AIIA

The AIIA banners are to be utilised on your social media channels, on your email signatures and anywhere else that you may have an online presence such as your website.

We have designed two AIIA member badges – one with a graphic device, the other being a smaller design which would work well on your email signature – choose whichever design suits your purpose.

Download the AIIA Member badge [here](#)



Download the AIIA Member eSignature [here](#)



Please set your e-mail signature hyperlink to: www.aiaa.com.au

Download alternate version of the AIIA Member eSignature [here](#)



Please set your e-mail signature hyperlink to: www.aiaa.com.au

Social Media Channel Content / Promotion

Please share the AIIA Member badge your Social Media Channels.

Download the standard version [here](#)



I'm an AIAA
member

Get involved with your industry's peak body at www.aiaa.com.au

Download the alternate version where you can input your logo [here](#).



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LinkedIn Promotion

The AIAA Marketing team would like to promote your business/company on our LinkedIn channel. In order to do this, we require some of your business/company information (we should already have your logo to feature on the AIAA website).

To be featured on the AIAA LinkedIn channel, please provide your content plus any images to support this content to: carmelle@aiaa.com.au

Need more information?

If you have questions regarding marketing and social media content, please contact the GM of Marketing & Communications, Carmelle Pavan – carmelle@aiaa.com.au