
Marketing to make you stand out

At the British Valve & Actuator Association, our business is promoting your business. We work hard to put our members in front of potential customers, while raising their profiles with everything from advertising to events.



British Valve & Actuator Association

Our mission

To create value for our members by providing excellent business networks, new business opportunities, industry recognised training, technical expertise and influence.

Boosting your Public Relations

At BVAA we work hard to get our members PR where it should be, in the hands of end users and specifiers. The Marketing features of membership are:



FREE Editorial in Valve User Magazine

Two stories per quarterly issue

Supporting stories

Assistance with story writing and photography from BVAA's experienced team



Readership 100% opt in

Plus promoted globally at industry events and exhibitions

Subsidised advertising opportunities

1/2 price ads for BVAA members

Multiple, flexible advertising options

Any size, print or online



Feature your story on the busy valveuser.com homepage

Valve User: The valve and actuator industry journal

Read by engineers and purchasers from end user industries



Promotion at industry events

We find the events that matter to you, and use them to promote your PR

Industry focussed issues

Oil and Gas, Power, Water and other key industries targeted



Insertion with key industry Magazines

Valve user periodically distributed with key industry journals to raise profile



Free entry to BVAA Buyers Guide

DVD and online product sourcing portal promoted world wide

FREE Market Forecast Report

Detailed five year industry forecasts by region, industry and product type

Weekly e-newsletter

Latest news and contract / business opportunities

Valve Industry Events

Let BVAA keep you up to date with the events that matter



Business Development Events

Partnership with NOF Energy allows you to meet large contractors and customers

BVAA Desktop Exhibitions

Demonstrate your products to top buyers and specifiers

Marketing Benefits

Your Marketing team will love being a BVAA member:

- PR where it should be - read by end users
- Giving you a presence in the Valve industry
- Market intelligence from the voice of the industry

“As a direct result of an enquiry received through the BVAA, John Mills Valves won an order worth over £400k.”

Noel Barker, John Mills Valves

Valve User Content

Members editorial typically comprises:

- New Product Announcements
- Application Stories / Case Studies
- Company Profiles
- Industry News
- CSR Activities
- Technical / Informative

Valve User. More than a trade association magazine

Valve User is *the* valve and actuator industry journal. It is read by engineers and purchasers from the end user industries our members want to target. The editorial material comes from BVAA members only, and we are constantly delighted by the high levels of technical content and interest it generates. As such, we run the publication at a loss, deliberately, to ensure it is an

affordable vehicle for our members.

BVAA's team plan a schedule of features and promotional activities so that your PR works harder. From industry focussed issues, promotion at end user events and the insertion of Valve User in other key industry publications - we ensure your PR is seen by those who count.

Find out more about all the ways your business could benefit with the BVAA. For a no obligation discussion:

Call [01295 221 270](tel:01295221270)
Email enquiry@bvaa.org.uk
Visit bvaa.org.uk

“Our story in Valve User Magazine led directly to a substantial order” - *Hobbs Valve*
