



If you're a branded marketer looking to expand your business, then you need to belong to SIGMA. Instead of simply relying on your branded suppliers for direction, come to SIGMA and get back in the driver's seat. Through SIGMA, members develop a close-knit network of top industry players from around the U.S. and Canada, and tap into that expertise to solve problems, share ideas, and ultimately grow our businesses. The contacts you make at SIGMA are invaluable—that's something you can't find at another organization. At SIGMA we all come together—the branded and unbranded marketers, the regional players, the national chains, the old guard and the new pioneers. The advocacy work is top notch: SIGMA tracks important legislation and energy policy issues at the state and national level, and keeps us up-to-date on the latest trends and changes. In addition, there's a real opportunity for personal development—your skills and expertise grow right along with your business. Simply put, members find our businesses run better because of SIGMA.