ACCREDITATION CRITERIA FOR BUSINESS MEMBERSHIP

Many ESTA members are engaged in multiple aspects of the entertainment technology industry. Your Primary Accreditation determines which Board representative you vote for and who you would represent if you were elected to the Board. It also appears in your directory listing. You should choose the category which represents your primary business activity. Your company may qualify for additional categories and you are encouraged to include them as Secondary Accreditations which are searchable in the ESTA directory.

The following criteria have been developed by the Member Advisory Committee and the Board of Directors to ensure public confidence in doing business with ESTA members.

Dealer
- Employ at least one person other than the business owner
- Have in place clearly defined sales and after sales policies
- Carry multiple product lines for resale
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities*

Distributor
- Earn income from wholesale distribution for resale
- Hold manufacturer validation of distributor status
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities*

Manufacturer
- Have in place clearly defined sales, warranty and service policies
- Have an established network of dealers and/or distributors
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities including product liability insurance*

Production Services
- Earn income from providing any combination of production services and equipment
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities including commercial general liability insurance*

Professional Services
(Includes manufacturers’ representatives and businesses engaged in installation, consultation, design, project management, repair and service, system integration, and training.)
- Earn income from professional services
- Have a résumé of services
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities*

Rental Company
- Located in commercial premises
- Maintain business hours of 35 or more per week
- Employ at least one full-time rental person other than the owner
- Hold inventory for rental
- Maintain, repair and support inventory
- Have a dedicated equipment prep and storage space
- Hold a business license or resale tax certificate*
- Carry insurance appropriate to business activities*

*Documentation must be supplied with this application.

You may be asked to provide additional references to support that you meet the criteria for the accreditation(s) you have chosen. Please contact membership@esta.org with any questions or concerns you have.