

A photograph of a man with glasses holding a baby, with a woman with curly hair looking on. The image is partially covered by a teal circular graphic on the left side.

# Complete benefits of BCIA Membership

1. Benefits for manufacturers and importers of baby carriers and related products
2. Benefits for practitioners, organizations, stores, and other professionals
3. Average annual cost savings of membership
4. Annual time savings of membership

BabyCarrierIndustryAlliance.org

Updated 2023



# Mission

We're here to support babywearing education and innovation.

The BCIA exists to support baby carrier innovation and the practice of babywearing. We envision a world in which all families have access to babywearing information and a wide variety of carrier styles to ensure they can carry their children in a way that fits their needs. We support manufacturers, retailers, educators and related organizations in their endeavors to bring quality carriers and education to caregivers and communities.

# Work

We make it easier to be in the babywearing business.

The BCIA was founded in 2010 by babywearing entrepreneurs from around the globe — product manufacturers, professional educators, and retail store owners. Our focus has always been on bringing the babywearing industry together to use our expertise and resources as a community.

We are best known for on making standards and regulations understandable, affordable, accessible, and useful. The community we have created within the baby carrier industry is unlike any other.

# Membership Benefits: Manufacturers, Importers, Amazon Sellers, and Related

|                                                          | INTRO       | BASIC       | BASIC+    | STANDARD   | INTERMEDIATE | GOLD        |
|----------------------------------------------------------|-------------|-------------|-----------|------------|--------------|-------------|
| Gross revenue from carriers                              | > \$50k USD | >\$250K USD | >\$1M USD | >\$5,M USD | >\$10,M USD  | \$10M + USD |
| Signup costs                                             | \$200       | -           | -         | -          | -            | -           |
| Industry information                                     | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Newsletters                                              | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Members-only articles                                    | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Members-only webinars                                    | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Facebook community                                       | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Can join committees                                      | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Voting member                                            | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Industry information                                     | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| General discounts                                        | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Free babywearing information                             | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Referrals for compliance attorneys, insurance, etc       | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Compliance checklists                                    | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Representation on international standards-writing boards | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Advocacy within international government organizations   | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Testing discounts                                        | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Product registration program (PRS)                       | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| PRS setup costs                                          | \$200       | \$200       | \$200     | free       | free         | free        |
| PRS annual costs                                         | \$100       | \$100       | free      | free       | free         | free        |
| Discounted product warning labels and templates          | ✓           | ✓           | ✓         | ✓          | ✓            | ✓           |
| Number of “seats”                                        | 1           | 1           | 2         | 3          | 3            | 5           |
| Can purchase additional “seats”                          | No          | No          | \$50      | \$50       | \$50         | free        |

# Membership Benefits: Organizations, Practitioners, Stores, and Non-Carrier Juvenile Products

|                                                          | NONPROFIT | INDIVIDUAL  | MICROBUSINESS | BUSINESS | JUVENILE PRODUCTS |
|----------------------------------------------------------|-----------|-------------|---------------|----------|-------------------|
| Gross revenue from carriers                              | na        | > \$50k USD | >\$250K USD   | \$250K + | na                |
| Signup costs                                             | -         | -           | -             | -        | -                 |
| Industry information                                     | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Newsletters                                              | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Members-only articles                                    | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Members-only webinars                                    | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Facebook community                                       | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Can join committees                                      | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Voting member                                            | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Industry information                                     | ✓         | ✓           | ✓             | ✓        | ✓                 |
| General discounts                                        | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Free babywearing information                             | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Referrals for attorneys, insurance, etc                  | ✓         | ✓           | ✓             | ✓        | ✓                 |
| Compliance checklists                                    | ✓         | ✓           | ✓             | ✓        |                   |
| Representation on international standards-writing boards | ✓         | ✓           | ✓             | ✓        |                   |
| Advocacy within int'l government organizations           | ✓         | ✓           | ✓             | ✓        |                   |
| Testing discounts                                        |           |             |               |          |                   |
| Product registration program (PRS)                       |           |             |               |          |                   |
| PRS setup costs                                          |           |             |               |          | \$100             |
| PRS annual costs                                         |           |             |               |          | free              |
| Discounted warning labels & templates                    |           |             |               |          | ✓                 |
| Number of "seats"                                        | 2         | 1           | 2             | 5        | 1                 |
| Can purchase additional "seats"                          | \$50      | No          | \$50          | \$50     | no                |

# Average Annual Value of BCIA Membership

(Based on standard costs of doing business and available membership discounts)

|                                     | INTRO                  | BASIC                   | BASIC+                  | STANDARD                | INTERMEDIATE            | GOLD                     |
|-------------------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|
| <b>Trainings</b>                    | \$300—\$600            | \$600—\$900             | \$600—\$1200            | \$900-\$2100            | \$2100+                 | \$2100+                  |
| <b>Compliance attorney</b>          | \$500                  | \$500                   | \$1000                  | \$2500                  | \$5000                  | \$10,000                 |
| <b>Babywearing PR</b>               | \$100                  | \$300                   | \$700                   | \$1000                  | \$2000                  | \$2000                   |
| <b>Warning label creation</b>       | \$200                  | \$200                   | \$500                   | \$500                   | \$500                   | \$500                    |
| <b>Per-standard testing</b>         | \$100                  | \$100                   | \$100                   | \$100                   | \$100                   | \$100                    |
| <b>PRS savings over DIY option</b>  | \$350                  | \$350                   | \$350                   | \$3000                  | \$3000                  | \$3000                   |
| <b>PRS service setup</b>            | \$8000                 | \$8000                  | \$8000-\$10000          | \$8000-\$10000          | \$8000-\$10000          | \$8000-\$10000           |
| <b>ESTIMATED TOTAL COST SAVINGS</b> | <b>\$1,200-\$9,850</b> | <b>\$1,700-\$10,050</b> | <b>\$2,900-\$13,850</b> | <b>\$5,000-\$19,200</b> | <b>\$9,700-\$22,700</b> | <b>\$14,700-\$27,700</b> |

|                                     | NONPROFIT    | INDIVIDUAL   | MICROBUSINESS | BUSINESS             | JUVENILE PRODUCTS     |
|-------------------------------------|--------------|--------------|---------------|----------------------|-----------------------|
| <b>Trainings</b>                    | \$500        | \$500        | \$500         | \$500-1000           | -                     |
| <b>Compliance attorney</b>          | -            | -            | -             | \$300-\$600          | -                     |
| <b>Babywearing PR</b>               | \$50         | \$150        | \$300         | \$50                 | -                     |
| <b>Warning label creation</b>       | -            | -            | -             | \$200                | -                     |
| <b>Per-standard testing</b>         | -            | -            | -             | \$100                | -                     |
| <b>PRS savings over DIY option</b>  | -            | -            | -             | \$350                | -                     |
| <b>PRS service setup</b>            | -            | -            | -             | -                    | \$8000-\$10000        |
| <b>ESTIMATED TOTAL COST SAVINGS</b> | <b>\$550</b> | <b>\$550</b> | <b>\$800</b>  | <b>\$1500-\$2800</b> | <b>\$8000-\$10000</b> |

# Average Annual Time Savings of BCIA Membership

(Based on experience of BCIA members)

|                                 | INTRO | BASIC | BASIC+ | STANDARD | INTERMEDIATE | GOLD |
|---------------------------------|-------|-------|--------|----------|--------------|------|
| Compliance planning             | 10    | 10    | 20     | 20       | 40           | 40   |
| Babywearing PR                  | 10    | 20    | 40     | 60       | 100          | 100  |
| Political                       | 2     | 4     | 4      | 8        | 20           | 20   |
| Attending standards meetings    | 4     | 4     | 4      | 4        | 4            | 4    |
| Keeping up with industry info   | 12    | 12    | 24     | 24       | 24           | 24   |
| Creation of compliance docs     | 5     | 5     | 12     | 12       | 12           | 12   |
| Compliance—product registration | 24    | 48    | 48     | 72       | 72           | 72   |
| ESTIMATED TOTAL TIME SAVINGS    | 67    | 103   | 152    | 200      | 272          | 272  |

|                                 | NONPROFIT | INDIVIDUAL | MICROBUSINESS | BUSINESS | JUVENILE PRODUCTS |
|---------------------------------|-----------|------------|---------------|----------|-------------------|
| Compliance planning             | 3         | 6          | 6             | 10       | -                 |
| Babywearing PR                  | 1;5       | 5          | 5             | 5        | -                 |
| Political                       | 2         | 2          | 2             | 1        | -                 |
| Attending standards meetings    | 4         | 4          | 4             | 4        | -                 |
| Keeping up with industry info   | 24        | 12         | 12            | 12       | -                 |
| Creation of compliance docs     | -         | -          | -             | 5        | -                 |
| Compliance—product registration | -         | -          | 12            | 12       | 3-20              |
| ESTIMATED TOTAL COST SAVINGS    | 34.5      | 29         | 41            | 49       | 2-20              |



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