

## What does HSMIA do for its members?

HSMIA provides the **resources, knowledge** and **networks** you need to make a critical connection with your customers. HSMIA doesn't just know the hospitality industry. It is the hospitality industry.

HSMIA's mission is to enable members to maintain a competitive edge by developing educational programs, providing forums for networking and customer development, distributing information and tracking trends regarding the global hospitality industry. By functioning on local, national and international levels, it is HSMIA's goal to respond to and understand the ever-changing needs of its members while operating as a leading voice for both the hospitality and the sales and marketing disciplines.

## HSMIA MEMBERSHIP IS THE KEY!!!

### Who can become a member?

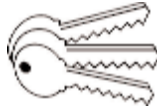
Anyone involved the hospitality industry. Whether you're in resort, hotel or motel sales and marketing, or a member of an organization that markets its products and services to the hospitality industry.

### How to Join:

You can join HSMIA today by completing the membership application in one of three ways:

1. Complete the online application and submit it using a credit card (all online credit card transactions are secure!)
2. Print out the online application, complete it and fax it to us along with your credit card information.
3. Print out the online application, complete it and mail it to our National Headquarters.

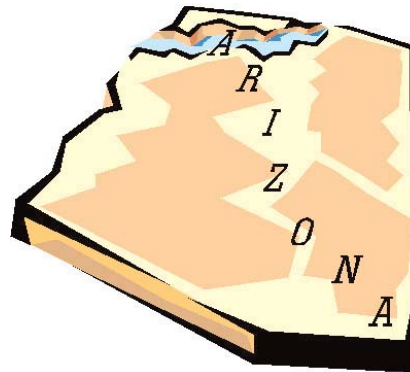
[www.hsmia-az.org](http://www.hsmia-az.org)



**HSMIA IS THE KEY TO YOUR SUCCESS!**

### HSMIA-ARIZONA CHAPTER:

P.O. Box 40096  
Phoenix, AZ 85067-0096  
Telephone: (602) 240-5552  
FAX: (602) 240-5553  
E-mail: [info@hsmia-az.org](mailto:info@hsmia-az.org)  
Web site: [www.hsmia-az.org](http://www.hsmia-az.org)



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Phoenix, AZ 85067-0096  
Telephone: (602) 240-5552  
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## DO YOU WANT TO EXCEL PROFESSIONALLY AND PERSONALLY?

*Opportunity's knocking!*



# One Membership fee includes International and local chapter benefits.

## What is HSMAI?

HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. The Asia Pacific Region is under development. The HSMAI Foundation was established in 1983 to serve as the research and educational arm of HSMAI.

## INTERNATIONAL RESOURCES:

### Resources

*Membership in HSMAI brings access to industry news and trends, sales and marketing research and new consumer databases. Among the tools you need that will keep you connected:*

- ~HSMAI Marketing Review quarterly magazine
- ~HSMAI web site (www.hsm.ai.org)
- ~HSMAI Update biweekly newsletters
- ~Foundation Publications
- ~eConnect Resource Clearinghouse for information and research on every aspect of the hospitality industry sales and marketing topics
- ~Special Interest Groups (SIGs) for different market segments within the industry. Includes conferences and research.

### Knowledge

*Gathering knowledge is an ongoing process, and it is necessary for success.*

*Becoming a member of HSMAI will further your knowledge of the industry with these tools:*

- ~Chapter educational industry renowned speakers
- ~CHME Certification (Certified Hospitality Marketing Executive)
- ~Foundation Scholarships
- ~HSMAI eConferences- web based conferences featuring excellent speakers and topics
- ~HSMAI Travel Awards Case Studies- Learn from the industry's most effective advertising, public relations and web site campaigns.

### Networks

*You need to know the right people and HSMAI is your connection to the industry.*

*Meet with industry insiders through these networking opportunities:*

- ~HSMAI Adrian Awards Dinner honoring the "best" in hospitality and tourism advertising.
- ~HSMAI's Affordable Meetings National, Mid-America & West the industry's leading two-day meeting planner trade shows with a 3:1 planner to exhibitor ratio.
- ~HSMAI Meetings Quest- One day intensive trade show for the meetings market held each fall.
- ~Member Discount Programs.

## About the Arizona Chapter (formerly Greater Phoenix)

The Greater Phoenix Chapter was incorporated as a chapter in 1983. On Sept. 1, 2005, the Southern Arizona Chapter united with the Greater Phoenix Chapter. With the merging of Southern AZ into our chapter, we felt it was time to officially recognize that our chapter is representative of all of our members statewide.

Today the Arizona Chapter boasts over 200 members representing hotels, resorts, transportation companies, entertainment companies, restaurants, destination management companies, meeting planners, airlines, golf facilities, audio visual companies, trade show services, tourist attractions, convention bureaus, and equipment rental companies, just to name a few. Our Chapter holds educational meetings on the third Thursday of each month. In addition, we offer social and networking opportunities such as the Spring "Fun" Raiser held each April, the Annual Chinese Auction Fundraiser held in June, the Annual Golf Tournament held in the fall and the Annual Holiday and Awards Banquet in December.

## Why Join?

**Here are just some of the GREAT reasons to belong to HSMAI Arizona Chapter.**

- ~Great monthly educational programs and seminars to help improve business and professional selling skills.
- ~Opportunity to increase leadership and organizational skills through Committee/ Board involvement
- ~Product/Service recognition among peers through networking opportunities, word-of-mouth referrals, monthly networking/ brochure table, member/business profiles in bimonthly newsletter.
- ~Cost-saving and profit enhancing benefits and discounts on variety of services.
- ~Annual membership directory and bi-monthly "Chapter Chatter" Newsletter.
- ~Building long-lasting friendships with industry peers; member referrals and cross-selling opportunities.

## How much does it cost to join HSMAI?

### Full Membership

\$325 per year for first member from a company.

### Multiple Membership Program

The first membership is \$325 and \$190 for each additional person who joins from the same company at the same location (2-10 members), a savings of \$135 each! To be eligible for this special pricing, applications and payment must be submitted at the same time.

Student & Faculty Membership= \$60/year