

A Strategic Group

The Incentive Marketing Association (IMA) is dedicated to helping its members prosper in the incentive field. IMA's ultimate objective is to expand its customer base by promoting the use of incentives through customer education and a professional, mainstream media campaign designed to reach decision makers in corporate America. IMA membership is open to all merchandise and service providers in the incentive field.

The Incentive Manufacturers Representatives Alliance is a strategic industry group within the IMA. Its purpose is to promote the highest professional standards of interaction between representative and manufacturer members thereby contributing to the growth, understanding and excellence of the Incentive Industry.



Membership Application

Name _____
Title _____
Company _____
Address _____
City/State/ZIP _____
Telephone _____
Fax _____
Email _____
Web Site _____
Application Sponsor _____

Annual Dues

- IMA and IMRA Membership - \$850
 IMRA Membership Only - \$250
(already an IMA member)

Payment Method

Total Payment \$ _____ Check enclosed

Charge \$ _____

Amex Discover MC Visa

Credit Card # _____

Expiration Date _____ (month/year)

Name on Card _____

Signature _____

Return form and sponsorship letter with payment to:

IMA/IMRA
1601 Bond Street, Suite 303
Naperville, IL 60563
Phone: 630.360.7780
Fax: 630.369.3773
www.incentivemarketing.org

Qualifications of Membership

Representatives:

- shall as its primary business, engage in representation of incentive product manufacturers/suppliers
- shall represent no less than 3 lines by the end of its first full year of IMRA membership
- shall have 40% or more of its business derived from the sales of lines it represents
- and shall be sponsored in writing by a current member in good standing

Manufacturers / Suppliers

- shall establish within the first year of membership a premium department as evidenced by its printed or electronic incentive literature and incentive price list
- shall sell its incentive products through persons qualifying for Representative Member status in a majority of its territories
- shall enter into written contracts or issue letters of hire that outline the terms and conditions of such representation
- shall be sponsored in writing by a current member in good standing

The introductory membership fee for the Incentive Manufacturers Representatives Alliance is \$250 annually in addition to the IMA Annual Membership fee.


Incentive Marketing Association

Benefits of Membership

Educational Opportunities – IMRA sponsors workshops and seminars designed to improve your marketing strategies and business management practices.

Annual Marketing Conference – In the spring of each year IMRA offers a Conference that includes Manufacturer Sales Meetings, Education, and break-out sessions, and networking business and social functions dedicated to advancing and improving the Incentive Marketplace.

Participation in Industry Trade Shows – IMRA represents members at a number of major industry shows, offering networking opportunities, meeting rooms and exposure to the industry.

Inside IMRA – An electronic newsletter sent up to six times per year with both industry and association news to keep members informed about activities and networking opportunities.

Industry Resources – IMRA has created sample contracts, operations manuals and the Incentive Manager's Handbook available to members.

Networking Opportunities - Members are encouraged to interact with one another in both business and social functions to build relationships and share support and business referrals.

Joint Membership in IMA – As IMRA members, you also belong to the Incentive Marketing Association (IMA) and have access to IMA benefits.

Why Should You Join IMRA?

As an IMRA - Manufacturer Member you...

- have **access to focused networking** with independent Incentive Representatives that can readily sell your product lines and expand your distribution.
- have opportunities to **organize and hold Sales Meetings** at the IMRA Marketing Conference, saving you time and money with all your Representatives in one place.
- can **improve your Special Market Sales Strategies** by interacting with other manufacturers in a non-threatening, industry-sharing association environment.
- can **develop strong Representative relationships with professionals** who understand Incentives and your business.

As an IMRA - Representative Member you...

- have **direct networking access to incentive product manufacturers**, enabling you to expand and diversify product lines for your clients.
- can **participate in Manufacturer's Sales Meetings**, scheduled during the Annual IMRA Marketing Conference, saving you time and money minimizing down sales time.
- can **learn and network with your Incentive Representative peers**, sharing best practices, sales and marketing insights, war stories and trading business leads.



Incentive Manufacturers Representatives Alliance

A strategic industry group within the Incentive Marketing Association.



"My membership ...in the Incentive Manufacturers Representative Alliance (IMRA), an IMA strategic industry group (SIG) is, without a doubt, the most valuable membership I have. I can easily trace a monetary value far exceeding the dues and associated expenses I pay to belong, simply by associating and sharing experiences with these successful practitioners."

Gregory R. Canose, President
Award Marketing Services, L.L.C