

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 Travel Council is a strategic industry group within the IMA created to provide an awareness of how reward and recognition travel, in its many forms, is an effective strategy for achieving better business performance. Its focus is to educate and promote the benefits of incentive travel to the worldwide business community, while providing value to its members by promoting their services, products and brands.



Membership Application

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

Annual Dues

- IMA and Travel Council Membership - \$850
 Incentive Travel Council 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/Incentive Travel Council
1601 Bond Street, Suite 303
Naperville, IL 60563
Phone: 630.360.7780
Fax: 630.369.3773
www.incentivemarketing.org

Qualifications of Membership

Membership in the Incentive Travel Council is limited to qualifying IMA member companies who meet the following criteria:

- 1) Support the purpose of the Incentive Travel Council;
- 2) Provide experiential rewards, which include travel and/or experiential incentive "products and services".
- 3) Commit to maintaining the professional standards of the Incentive Travel Council;
- 4) Agree to abide by the Incentive Travel Council Bylaws and such other rules and regulations that the Incentive Travel Council may adopt;
- 5) Are recommended for membership by a current member of the Incentive Travel Council.

The introductory membership fee for the Incentive Travel Council is \$250 annually in addition to the IMA Annual Membership fee.

To join online, go to www.incentivemarketing.org and access Incentive Suppliers/Strategic Industry Groups/ Incentive Travel Council.



Why Should You Join the Incentive Travel Council?

When you become an IMA and Incentive Travel Council Member, you join professionals from every aspect of incentive travel in one strong, international voice. Together we transform our passion for performance improvement through travel into meaningful industry action on behalf of our profession and clients.

Maritz is proud to contribute to the IMA -- the premier educator and information source to professionals in the incentive marketplace. Our missions run parallel as we collectively work to promote the utilization of performance management and measurement tools to advance the effective use of incentives and recognition throughout the global workforce. By sharing information and ideas, we are working to elevate our industry with the highest standards of professionalism. - Christine Duffy, President and CEO of Maritz Travel Company

The Incentive Travel Council will assist promoting individual incentive travel products to the incentive industry. This type of strategic industry group will help all travel companies communicate the benefits of travel in incentive programs.
- Peter Friend, CEO, Travelocity Incentives

The Time for the Incentive Travel Council is Now

How can any organization stay ahead of the game and ensure they're optimizing what can be achieved through effective incentive travel programs? Incentive Travel initiatives have proven themselves to be a tremendous and valued asset by assisting organizations in achieving business performance objectives. However, maintaining and growing the motivational drive achieved from participants will always remain a challenge. Competition, increasing audience expectations, diversity, and legislative pressures, are but a few of the influencers impacting the performance of these initiatives.

The Incentive Travel Council is focused on helping organizations better understand how they can continue to grow business performance through reward and recognition travel. Our main objectives are to explore, promote and educate on:

- how reward and recognition travel initiatives can be effectively used to benefit business performance;
- strategies to improve or establish programs based upon needs and objectives;
- industry activism in order to voice opinion on how legal and industry regulatory issues influence the performance of travel incentives.



Incentive Travel Council

A strategic industry group within the Incentive Marketing Association.



The most effective way you can address the issues facing travel suppliers and users today is by joining the Incentive Travel Council.

Together we are stronger.