

# Service Provider Member Benefits



- Increased Exposure. As a provider of products and services, your success within the association market depends on establishing a visible and credible presence from which to build relationships; a Southeast Tourism Society membership can be your letter of introduction.
- Networking. STS gives you an opportunity to establish relationships with decision-makers across the industry. Using your membership, you can create valuable contacts and achieve greater visibility for your company, while expanding your network, creating awareness of your products and services, building professional friendships, gaining a great knowledge of your customers' needs and demonstrating your commitment to STS members.
- Competitive Advantage. Our membership is limited to 110 supplier partners who provide requested goods and services to our members (18% of the membership); if you're not a member, chances are your competition is.
- Free detailed listing on STS website at [www.SoutheastTourism.org](http://www.SoutheastTourism.org).
- Exclusive to members only - the STS member list (Excel), to reach our audience of like-minded travel and tourism leaders.
- Unlimited subscriptions to STS E-Newsletters.
- Reduced exhibit fees opportunity during STS (exhibits available for members and sponsors only).
- Meetings:
  - Congressional Summit (\$125 – no exhibits, but sponsorships available).
  - Marketing College (Member cost \$995 – no exhibits, but sponsorships available).
  - Spring Symposium Conference & Trade Show (Member cost \$445 – exhibits and sponsorships available).
  - Fall Forum Conference & Trade Show (Member cost \$495 – exhibits and sponsorships available).
  - Spring <http://southeasttourism.org/meetings/spring-symposium> & Fall <http://southeasttourism.org/meetings/fall-forum> Description
    - How many different companies attend? Expected attendance between 225 & 250, Spring meeting in Charlotte was 263 (see attached)
    - How are exhibitors integrated into the event? Exhibitors are integrated in the event as attendees. There are several opportunities for interaction with reception(s) and breaks taking place in the exhibit area.
    - How many other exhibitors are there? We have between 20 and 30 companies with displays. Only members and sponsors are offered opportunity for a booth. This year, in addition to activities in the exhibit area, we are offering a service provider showcase with appointment that will be first come, first serve and selected by attendees at registration.
- **Sponsorship** and presentation opportunities to put your name next to our popular conferences and programs, as well as other publications and activities.
- The right to participate in **Society Affinity** and offer members pricing not available to general industry or member only opportunities (non-members allowed at undiscounted rates); especially offers for organizations with smaller budgets and smaller geographic reach. In return, service provider pays a royalty payment (percent of sales within the special offering).
- The right to participate in as **Society Sponsor** (year-round) for affinity participation, STS sales & promotion assistance, recognition and more. In return service provider pays an annual sponsor fee.
- A responsive, caring staff, engaged leadership and a family of professionals looking out for our region's success.

Our member's support sustain our programs as we advance the interest of our industry throughout the years, and your membership will be part of creating an environment for future growth and opportunity for you, our region and our industry. I hope you decide to become part of STS, you will make our organization stronger.