

THE ASSOCIATION OF TRAVEL MARKETING EXECUTIVES (ATME)

Value. Networking. Information. Access.

Join ATME, and get...

...**Discounts.** Get substantial member discounts on ALL of our events, including the annual **ATME Travel Marketing Conference & Trade Show**, and all ATME Marketing Issues Forums, held throughout the year all across the country.

...**Connected.** ATME offers members the opportunity to form truly meaningful marketing partnerships through high-level networking at in-person ATME events and online through our Facebook, Twitter, and LinkedIn pages. Join ATME and join a community of like-minded professionals.

...**Database access.** Only ATME members can access the up-to-date ATME membership database to view contact information of other members.

...**Exclusive invites.** Get invited to our exclusive **ATME Executive Think Tanks** and member-only marketing forums held throughout the year in various U.S. cities. You'll also receive a follow-up *Event Review* ("the next best thing to being there") via email.

...**News.** Receive ATME's *Market Flash*: Up-to-the minute marketing news delivered to your inbox.

...**Insights.** Receive *Travel Marketing Decisions*: ATME's e-magazine offering important insights into proven successful marketing strategies.

...**Education.** ATME helps you stay ahead of the competition through knowledge, information and education.

...**Publication discounts.** ATME offers members discounts to many publications and research studies.

...**Event discounts for partner organizations.** ATME members can attend HSMIA Webinars at the HSMIA member rate, and can join CIMTIG events when in London at CIMTIG member rates. Member rate opportunities for other partner organizations arise on a regular basis.

What is ATME?

The Association of Travel Marketing Executives (ATME), established in 1980, is a non-profit, professional association made up of experienced and innovative travel industry marketers representing all segments including: airlines; hotels and resorts; cruise lines; tour operators; online travel companies and initiatives; CVBs; local, state, and international tourist offices; car rental companies; technology and marketing solution providers (ad, marketing, pr agencies, database, crm companies); and media executives.

ATME is the only worldwide organization of its kind to provide members with an ongoing forum for the exchange of creative ideas and effective marketing solutions.

Our Mission Statement: ATME is committed to enhancing skills, recognizing excellence and advancing the highest standards of travel marketing leadership.

Who Can Join?

1. **Active Travel Marketers:** executives from airlines, cruise lines, hotels & resorts, tour operators, tourist offices, state and local tourism offices, cvb's, etc. Eligible Titles include: Manager, Director and up.
2. **Marketing Solution Providers:** senior executives from ad agencies, PR agencies, tech, research, online, mobile, consultants, etc. Eligible Titles include: Manager, Director and up
3. **Publishing/Media:** senior executives from magazines, newspapers, broadcast, blogs, social media, etc. Eligible Titles include: Publisher, Assoc Publisher, Ad Director, Director of Travel Category
4. **Educators:** marketing educators at universities and colleges.

In addition to level of responsibility, criteria for membership includes experience in marketing and an executive level of Manager or above. All membership requests are subject to eligibility approval. Prospective members must be sponsored by an ATME member in good standing. If in doubt about eligibility or in need of a sponsor, please call Kristin Zern at (914) 439-2047 or email kzern@atme.org.

ATME MEMBERSHIP APPLICATION

Sponsored By* _____

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____

Fax _____

Email _____

Yrs. of Experience _____

*Don't have a sponsor? Call Kristin Zern at (914) 439-2047

Please check the one category that best describes you or your company:

- Advertising Agency Airline Attractions College/University Consultant
 Cruise Line CVB Editor/Travel Writer Financial Service Hotel/Resort
 Technology Public Relations Publisher Research State Tourism
 Tourist Board Tour Operator Train/Bus/Car Rental Online Social Media
 Mobile Other _____

Dues: (check category that applies to you - see above for clarification)

- Active Travel Marketer - \$295
 Marketing Solution Provider - \$295
 Publishing/Media Professional - \$395
 Educator - \$195

Payment by check or credit card (Discover, AmEx, Visa, MC, JCB)

Card # _____

Expiration Date _____

Signature _____

Membership valid for one calendar year

Fax or Send to:

ATME Membership Office

PO Box 3176

West Tisbury, MA 02575

Fax (508) 693-0115

Phone (508) 693-0550

ATME is a non-profit organization.

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atme.org

