

MEMBERSHIP STRUCTURE & POLICIES

UNDERSTANDING HSMAI MEMBERSHIP

Successful sales and marketing professionals know their product and their competition. So it is with your ability to sell and/or market membership in HSMAI.

We are a professional (as opposed to trade) association with individual (as opposed to corporate) membership. Individual membership means that the "company" is not the member. Do not confuse this with HSMAI's Corporate Membership Program designed to provide a menu of benefits to companies that pay for 11 or more memberships. Dues are payable annually on the anniversary date the member initially joined.

HSMAI's 5,000 plus members constitute a broad spectrum of the industries that make up the "hospitality" industry. These same 5,000 members represent career positions ranging from student to CEO.

This diversification of membership is profiled and tracked by assigning category codes to each membership. We currently use 31 category codes to profile and track memberships:

Sales & Marketing Members

AI Airlines
AT Area Attraction
CA Casino
CB CVB/Tourism
CC Convention Centers (no sleeping rooms)
CL Cruise Line or Passenger Ship
H1 Hotel & conf ctrs, DOM & DOS
H2 Hotel & conf ctrs, all other mgrs
H3 Htl, Corp, Regional, Natl Sales Offices
HM Hotel Management Company
R1 Revenue Manager-Individual Property
R3 Revenue Manager- NSO/Corporate Office
SM Other Sls & Mkting individuals
RE Restaurant/Dinner Theater/Catering
TP Transportation
TT Tour/Travel Agent/Destination

Service Provider Members

AD Advertising
RS Hotel Representative Firms
CM Public Relations Agency
PU Publishing
HH Recruiters/Head Hunters
SP Service Providers

Other Member Segments

AS Association
CC Chapter Comp
MD Complimentary Membership
FA Faculty
LI Life Members
MP Meeting Planning/Event Manager
PR Press/Publishing & PR Firms
RT Retired Members
ST Student Members

MEMBERSHIP DUES & POLICIES:

- All chapter members are HSMIAI members.
- Regular dues are \$325 (gives the chapter rebate of \$107.25)
- Automatic renewal with a credit card dues are \$295 (\$94.25 chapter rebate)
- Multiple memberships from one company are \$190 each up to 10 memberships (\$62.70 chapter rebate)
- Students and faculty dues are \$60 (\$15 chapter rebate)
- Prorated dues are used to enable multiple memberships to have the same expiration date. (1/3 of amount paid is rebated to chapter)
- Membership splits and transfers:
 - o Members who have paid \$325 or \$295 may split and transfer their membership to their new location and the company they left may place another person in the membership for the time remaining in the membership. Note: If the membership expiration date is within 90 days of this move, the memberships cannot be transferred - both the member departing and the replacement person will be sent a renewal invoice.
 - o Transfers for multiple membership members at \$190 will be granted to the company only. This type of membership cannot be split. The member departing will be dropped and have to renew at their new location. The same 90-day rule applies.
 - o Student and faculty memberships are not able to split or transfer.
- A membership split and transfer can be made one time only during the 12-month life of a membership.
- There are eight codes for membership status in the database. They are:
 - o New
 - o Renewed
 - o Rejoin
 - o On-Hold
 - o Dropped
 - o Cancelled
 - o Split
 - o Transfer

Definitions for these membership codes can be accessed by clicking on the tab titled "Membership Status Code Definitions".

- HSMAI processes all new members and renewals. New members can access the application on line and renewals may renew on line with pre-populated renewal notices if they have not already expired.
- Dues payments are made directly to HSMAI and chapter rebates are mailed monthly to chapters with a rebate report. Do not send dues to headquarters in McLean, VA, send to:

HSMAI
P O Box 758957
Baltimore, MD 21275-8957

- Chapters may provide complimentary memberships to their members if necessary by sending HSMAI a payment of \$217.75 to cover the International dues portion.
- There is no longer a "grace" period for membership. The member will be dropped at the end of the month of their membership expiration date.
- The membership renewal process is as follows:
 - 75 days = Email with online renewal information
 - 45 days = Fax
 - 15 days = Personal Letter sent via Priority Mail
 - Post = Self Mailer
 - Post + 30 = Email