



MEMBER BENEFITS AT A GLANCE

The International SPA Association (ISPA) is the leading professional organization for the spa industry and is dedicated to advancing the industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professionalism and growth.

The following is an overview of the services and benefits ISPA resource partner members around the world are enjoying.

Professional Recognition

ISPA has 3,400+ members in more than 70 countries and has been recognized worldwide as the voice of the spa industry.

Membership Directory

This online membership directory is accessible to ISPA members only and offers them a one-stop place to locate, connect and build relationships with potential spa clients.

Member Logo

Members receive access to a digital logo that can be displayed on ISPA member Web sites and printed materials as a way to communicate adherence to ISPA's high level of standards and practices.

○ RESEARCH & SURVEY DATA

Consumer & Industry Research

Members have full access to an online research library containing more than 15 consumer and spa industry research studies and reports. Select research released throughout the year is provided complimentary to members.

New! – ISPA Snapshot Survey Portal

Short, monthly surveys for members only. The result reports are provided each month to those members who choose to participate via the new online portal customized for each member. These reports help participants keep a finger on the pulse of the industry and learn about the latest promotions and offerings by spas and resource partners.



○ COMMUNICATIONS, PUBLICATIONS & MEDIA

ISPA Web site

Members have a unique login to access “members only” content on experienceispa.com. The site provides the highly utilized Job Bank along with a wealth of research studies, contacts and educational tools at your fingertips.

Touch Points E-newsletter

ISPA's member e-newsletter, *Touch Points*, is distributed every Tuesday and provides weekly access to business tips, exposure opportunities, member news and spa industry happenings. Resource partners can purchase an advertisement in *Touch Points* for optimal exposure to more than 20,000 spa professionals.

Pulse Magazine

Pulse is an exclusive member publication providing an in-depth look at the latest spa industry trends along with tips on balancing personal and professional lives. Members are encouraged to contribute and share expertise to be used in the magazine. Special members-only advertisement rates are available to resource partners.

Media Leads

ISPA frequently receives requests from the media to help identify special promotions, new product launches and community initiatives offered by members. Members receive access to a special Media Leads Web page highlighting these requests. The process is easy – all you have to do is respond to the requests via e-mail and ISPA takes care of sharing the information with the media.

Social Media Exposure

ISPA utilizes its Twitter account ([@ISpaDoYou](https://twitter.com/ISpaDoYou)) and the International SPA Association Facebook page to promote members. All members have to do is send information to ISPA on promotions, product launches or announcements and then it's shared with ISPA's followers and fans for free.



○ EDUCATIONAL RESOURCES

Educational Courses & Tools

ISPA members have access to affordable courses and textbooks written specifically for the spa professional. The tools cover a variety of topics including financial management, risk management, retail sales, spa history and more.

Compensation Resources

Members have complimentary access to the 2009 U.S. Spa Compensation Data which outlines survey trends for select positions within the spa industry. An affordable Compensation Workbook is also available and is a wonderful guide to assist in the design and administration of an effective compensation program.

Webinars

ISPA conducts webinars throughout the year to address the latest industry trends and needs of ISPA members. Webinars are offered at no cost to members and are encouraged to be used for staff training and professional growth. Members can also access webinar archives to use as training tools 24/7.

○ EVENTS

Annual ISPA Conference & Expo

Each year, thousands of spa professionals from around the globe attend the ISPA Conference & Expo to become more knowledgeable and gain a competitive edge in the marketplace. Attendees are exposed to three days of educational presentations and have access to the latest product launches in the Expo hall. Resource partners have access to a wealth of exhibiting and sponsorship opportunities for this event.

ISPA Connect

ISPA Connect events offer ISPA members a chance to share and collaborate with their spa industry peers in a relaxed setting. Resource partners can attend and provide attendees with the opportunity to learn about new spa products and services through sponsorships or product distribution in the event gift bag.

Media Event

This unique annual event showcases ISPA members and is held in New York, NY. The invitation-only event is attended by the most reputable and respected spa industry journalists and results in a wealth of media coverage. A limited number of booth sponsorships are available to resource partners.



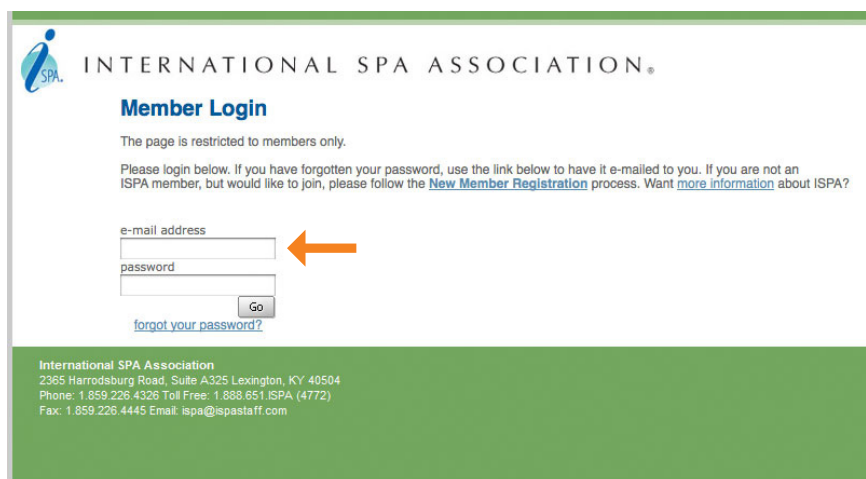
EXPERIENCEISPA.COM

How to login to experienceispa.com and access free member benefits

Your ISPA membership unlocks a plethora of amazing tools available for you to download from the ISPA Web site, experienceispa.com.

To login and access your tools:

1. Visit our Web site, www.experienceispa.com
2. Click on 'ISPA Members Only' in the upper right hand corner and log on to the site with your e-mail address and password.





RESOURCE PARTNER

ISPA Member Benefits at a Glance

3. Click on "Free Member Benefits" from the Members Only menu on the left of the screen

INTERNATIONAL SPA ASSOCIATION

MEMBERSHIP SPA-GOERS EVENTS EDUCATION & RESOURCES MEDIA ABOUT ISPA

WELCOME

Make the most of your membership! As an ISPA member, you have access to many free member benefits that can help you manage and grow your business. Take some time to [check them out](#) today!

CHECK OUT YOUR MEMBER KIT

Download and print your official certificate

ISPA Conference & Expo

ISPA Connect

Resources

Become a Member

Pulse

THE MAGAZINE FOR THE SPA PROFESSIONAL

Pulse advances the business of spa by informing spa industry professionals of the latest trends and practices and

4. From here, you can learn about new member benefit offerings and download free tools available to you

MEMBERS ONLY

WELCOME

Chairman's Update

Free Member Benefits

Member Directory

My Membership Account

Volunteer Opportunities

Contact Us

Member Kit

FREE MEMBER BENEFITS

As an ISPA member, you have access to these free tools and resources to help you build your business. Use this page to quickly access any of the items you see below. If you have any questions about these resources or how to use them, contact us at ispa@ispastaff.com.

[Research/employment/Promote Your Business/Continuing Education/Networking](#)

NEW! [ISPA 2010 U.S. Spa Industry Study](#)

NEW! [ISPA + SpaWeek = Discounts for ISPA Members](#)

NEW! [Planning a Successful Job Search and Ace the Interview and Win the Job](#)

Research to Help Your Business

- [ISPA 2009 U.S. Spa Compensation Data - NEW!](#)
- [Snapshot Surveys](#)
- [ISPA 2009 U.S. Spa Industry Update](#)
- [2008 ISPA Global Consumer Study](#)
- [2008 ISPA Global Consumer Study Companion Document - NEW!!](#)
- [2008 ISPA U.S. Spa Industry Update](#)
- [Executive Interview Findings](#)
- [Oct. 2008 ISPA Member Snapshot Survey](#)
- [2007 ISPA Spa Industry Study](#)
- [2006 ISPA Consumer Report](#)
- [2006 ISPA Spa-goer Study](#)
- [2006 ISPA Spa Industry Summary Report](#)
- [2004 ISPA Consumer Trends](#)
- [2004 ISPA Industry Report](#)
- [2003 Canada Spa-goer Study](#)
- [2003 Japan Spa-goer Study](#)
- [2003 United Kingdom Spa-goer Study](#)
- [2003 United States Spa-goer Study](#)
- [2002 ISPA Industry Study](#)
- [2001 Spa User Studies - Day Spa, Destination Spa, Hotel/Resort Spa](#)
- [Resource Guide to Better Business in the Spa Industry](#)
- [Uniform System of Financial Reporting](#)

Discount for Non-ISPA Research

PKF Hospitality Research provides a special ISPA member discount for their [2009 Trends in the Hotel Spa Industry Report](#). Purchase the PKF report online and use the coupon code ISPA 2009 at checkout to receive a \$100 ISPA discount. *Please note research was not conducted by ISPA.

ISPA Conference & Expo

ISPA Connect

Resources

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Pulse

THE MAGAZINE FOR THE SPA PROFESSIONAL

Pulse advances the business of spa by informing spa industry professionals of the latest trends and practices and promoting the wellness aspects of spa.

PULSE Celebrate 20 Years