



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 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. Members demonstrate commitment to the ISPA Code of Conduct and ISPA Global Best Practices through their membership investment.

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 their peers.

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.



○ 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.

Certified Spa Supervisor (CSS) Program

The CSS designation is a hallmark within the spa industry and signifies an understanding of necessary supervisory skills. This professional development certification shows a commitment to high levels of standards within your spa.

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.

○ 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.

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.

Media Leads

ISPA frequently receives requests from the media to help identify special promotions 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.

○ 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. Members receive a significant Conference registration discount.

ISPA Connect

ISPA Connect events offer ISPA members a chance to share and collaborate with their spa industry peers in a relaxed setting. These events also provide attendees with the opportunity to learn about new spa products.

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.

○ CONSUMER PROMOTION

Spa Search for Consumers

ISPA's exclusive online spa directory provides consumers with a user-friendly search tool that allows spa-goers to find an ISPA member spa by location. The directory is promoted through a variety of marketing communications each year and is easily accessible through Web searches.

Spa Week Discount

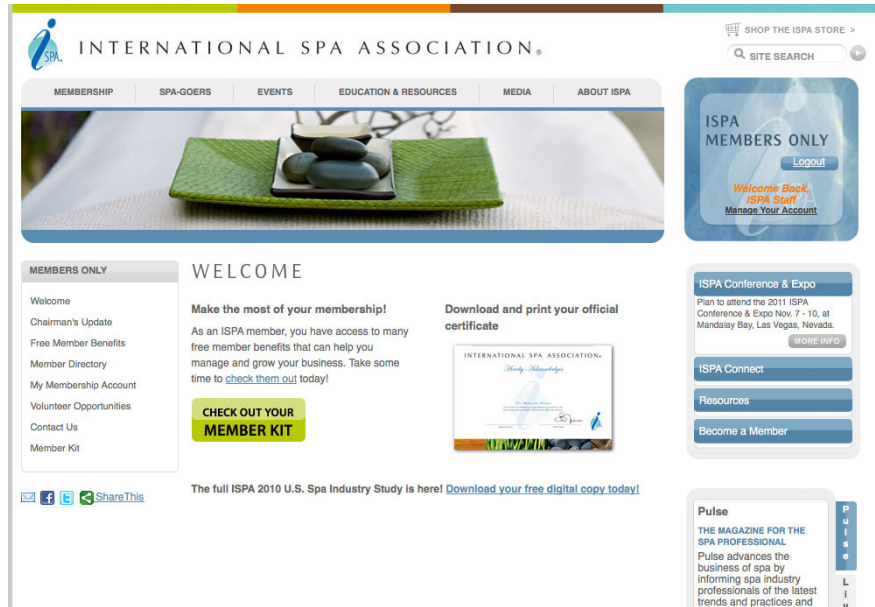
ISPA's partnership with Spa Week Media Group, LTD., provides ISPA members, within Spa Week markets, a 20 percent event discount along with access to special packages at discounted rates. Spa Week events promote making the spa experience easily accessible to everyone and encourages non-spa-goers to see what spa can do for them.

Social Media Exposure

ISPA utilizes its Twitter account (@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.



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



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

