



# Membership Application

## Information & Instructions

The on-line membership application is available at [www.hsmmai.org](http://www.hsmmai.org). To apply for membership off-line, complete & return this form.

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

For additional information, please contact HSMAI Headquarters:  
1760 Old Meadow Road, Suite 500, McLean, VA 22102 ▪ Phone: 703-506-3280 ▪ Fax: 703-506-3266

## Membership Information

NAME: \_\_\_\_\_ CERTIFICATION(S): \_\_\_\_\_  
 POSITION: \_\_\_\_\_ COMPANY: \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 CITY/STATE/ZIP: \_\_\_\_\_  
 TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 BUSINESS EMAIL: \_\_\_\_\_ HOME EMAIL: \_\_\_\_\_  
 CHAPTER NAME\*: \_\_\_\_\_ INDUSTRY CLASS\*: \_\_\_\_\_  
 REFERRED BY: \_\_\_\_\_ \*See reverse side for listing of chapters and industry classes.

## Payment Information

### Hotel/Associate Member Dues

- \$385 for the first, or only, member from your company
- \$690 for a two-year membership
- \$280 for each member joining from a company where a primary member has paid full dues (\$385) - all members must have the same mailing address

*For companies enrolling 11 or more members, please contact Stacy Gleason at [sgleason@hsmmai.org](mailto:sgleason@hsmmai.org).*

### Partner/Service Provider Member Dues

- \$415 for the first, or only, member from your company
- \$715 for a two-year membership
- \$310 for each member joining from a company where a primary member has paid full dues (\$415) - all members must have the same mailing address

*For companies enrolling 11 or more members, please contact Stacy Gleason at [sgleason@hsmmai.org](mailto:sgleason@hsmmai.org).*

\$70 Hospitality Student Rate (full time student)

\$100 Hospitality Faculty Rate

### PAYMENT METHOD:

- Pay by Credit Card - **Return this application by fax to HSMAI at 703-506-3266.**
  - Donate \$25 to the HSMAI Foundation (Contributions are deductible under Section 501C(3) of the IRS tax code)
 

Please charge \$\_\_\_\_\_ to my:  American Express  Diner's Club  Master Card  Visa

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_
- Pay by Check-**Include your application(s) with your check and mail to HSMAI, 1760 Old Meadow Rd., Suite 500, McLean, VA 22102.**
  - Donate \$25 to the HSMAI Foundation (Contributions are deductible under Section 501C(3) of the IRS tax code)
 

Check # \_\_\_\_\_ Amount of Check \$\_\_\_\_\_

# Americas Region Chapters

*\*Chapters Under Development*

## Arizona

- Greater Arizona Chapter

## California

- *\* Central California Chapter*
- Greater Los Angeles Chapter
- Northern California Chapter
- Orange County Chapter
- San Diego Chapter

## Colorado

- Southern Colorado Chapter
- Denver Chapter
- Vail Valley Chapter

## District of Columbia

- Washington, DC Chapter

## Florida

- Central Florida Chapter (Orlando)
- Florida Keys Chapter
- Northeast Florida Chapter (Jacksonville)
- South Florida Chapter (Ft. Lauderdale-Miami-Palm Beach)

## Georgia

- Georgia Chapter (Atlanta)

## Hawaii

- Hawaii Chapter

## Illinois

- Illinois Chapter (Chicago)

## Maryland

- Maryland Chapter (Baltimore)
- Washington, DC Chapter

## Minnesota

- Minnesota Chapter (Minneapolis-St. Paul)

## Mississippi

- Gulf South Chapter (Biloxi)

## Missouri

- Missouri Chapter (St. Louis)

## Nebraska

- Heartland Chapter (Omaha)

## Nevada

- *\*Las Vegas Chapter*

## New York

- Greater New York Chapter (New York City)

## North Carolina

- *\*North Carolina Chapter (Raleigh)*

## Ohio

- Columbus Chapter

## Oregon

- Oregon Chapter (Portland)

## Pennsylvania

- Northeast Pennsylvania Chapter (Scranton)
- Greater Philadelphia Chapter

## Tennessee

- Mid-South Chapter (Memphis)

## Texas

- Austin Chapter
- Dallas-Ft. Worth Metroplex Chapter
- Greater Houston Chapter

## Virginia

- Virginia Chapter (VA Beach)
- Washington, DC Chapter

## Washington

- Washington State Chapter (Seattle)

## Caribbean

- Curacao Chapter

## Canada

- British Columbia Chapter

*\*indicates a chapter under development*

Interested in starting a chapter in your area? Contact Margie Sheffer at [msheffer@hsmi.org](mailto:msheffer@hsmi.org)!

## Industry Classifications

### HOTEL/ASSOCIATE MEMBERS

AI - Airlines  
AT - Area Attraction  
CA - Casino  
CB - CVB/Tourism  
CC - Convention/Conference Centers  
CL - Cruise Line or Passenger Ship  
H1 - Hotel - DOM & DOS  
H2 - Hotel - all other managers  
H3 - Hotel - Corp, Regional, Nat'l Sales  
HM - Hotel Management Company  
MP - Meeting Planner/Event Manager  
RE - Restaurant/Dinner Theater/Catering  
RS - Hotel Representative Firms  
R1 - Revenue Manager at single property  
R3 - Revenue Manager at a corp/regional/nat'l office  
RM - Revenue Manager at a management company  
SM - Other Sales & Marketing Individuals  
TP - Transportation  
TT - Tour/Travel Agent/Destination Management

### PARTNER/SERVICE PROVIDER MEMBERS

AD - Advertising  
AS - Association  
BI - Business Intelligence Company  
CM - Public Relations Agency  
CS - Consultant  
DM - Digital Marketing Agency  
EX - Exhibition Company  
HH - Recruiter/Head Hunter  
OT - Online Travel Agency  
PU - Publishing  
SP - Service Provider (audio-visual, entertainment, etc)  
TE - Technology Providers  
TR - Training Company

### OTHER MEMBER TYPES

ST - Full-time Hospitality Student  
FA - Hospitality Faculty  
RT - Retired but staying connected!