

**Access Decision Makers...  
Contribute to the Industry...  
Share Your Knowledge...**

As a member of TPMA, you'll always learn more about managing your trade relationships, with full access to the latest strategies, market practices and industry news all in one place. TPMA serves distributors, manufacturers and service providers, centralizing thought leadership, insights, solutions and services that you cannot find elsewhere.

TPMA membership has its privileges, including access to resources and unique solutions that impart immediate and long-term value. You get the advantage your company needs to stay competitive.

**Engage with our community...**

- A combined, cohesive voice in the promotions community to address all trading partner planning, execution and measurement challenges.
- Industry collaboration where representatives from diverse corporate segments share best-of-breed business solutions.
- Access to, and presentations by, experts in all fields of promotion relation management, customer relationship management, data analysis management, deductions and information technology.
- National conferences where distributors, manufacturers and service providers join together in resolving key trade promotion issues.
- Member-only services including on-line open discussion forums, on-line member directory, access to industry management briefs, and other research, industry news and highlights.

**TPMA Thought Leadership  
Research. Analysis. Insight**

With deep roots in channel marketing, TPMA initiates timely research to uncover, analyze and understand the industry's most pressing issues. TPMA provides an objective voice to advance industry best practices that result in optimized planning, integration, execution and profit margins.

Inquire about our current research initiatives and see how it can impact your business. **For more information, contact Bob Houk at [bhok@tpmaww.com](mailto:bhouk@tpmaww.com).**

**Member Registration Rates  
for Events**

**Members Only Web Site Access**

- Member E-mail Facility
- Contact Directory
- Solutions Database
- Archived Conference Presentations

**The Journal of Trading Partner Practices**

[www.tradingpartnerjournal.com](http://www.tradingpartnerjournal.com)

**TPMA Outlook**

(weekly publication)

**Industry Research**

- White Papers
- TPMA Originated Surveys & Analysis
- Case Studies

**Access to TPMA Network of  
Industry Experts**

**TPMA Conference Attendees**

