

## TMAC Industry Membership Application Package

Thank you for your interest in TMAC!

Below you will find a brief outline of our organization, criteria for Media and Industry membership, and an application form. Only fully-completed applications will be considered for membership.

### Organizational Outline

#### **Mission Statement**

TMAC, the premier travel media association in Canada, brings together travel media and tourism industry members to foster excellence, uphold ethical standards, and promote professional development.

TMAC was founded in 1994 as an Ontario not-for-profit corporation. It has since been federally incorporated to better represent members from coast to coast to coast. Regional chapters also exist in Alberta, Atlantic Region, British Columbia and Ontario.

With the exception of T•O Corporate Services, our management company, TMAC operates as a completely voluntary organization.

**Media members** include active travel writers (print and electronic), editors, book authors, broadcasters, photographers and commercial web producers. Membership in TMAC does not preclude membership in other organizations such as SATW or PWAC.

**Industry members** include representatives of tourism boards, airlines, passenger rail services, hotel companies, public relations agencies, attractions, tour operators and wholesalers. TMAC does not undertake to speak for this segment of the travel industry rather, TMAC activities create a forum for communication and mutual benefit. Industry membership is not limited to Canadian companies, but foreign members must be willing to serve the needs of Canadian writers. In order to be elected to serve on TMAC's Board, however, you must be a resident of Canada.

Applicants must be in active promotion of travel and tourism and in a position to provide guidance/information to the media access to reduced travel rates; and access to photography.

All members must abide by TMAC's Industry Code of Conduct (see Industry Code of Conduct under About Us on TMAC website).

### Membership Benefits

TMAC membership, aside from providing you with great networking, professional development and business building opportunities, will give you:

- The chance to attend the Annual Conference, which includes an exceptional Media Marketplace (one-on-one scheduled appointments with Media members).
- An annually printed and electronic membership directory – TMAC Handbook.
- Regular meetings (vary by region and depend on membership numbers).
- Regular electronic newsletter – TMAC Travels.

- Voting privileges at the Annual General Meeting (held in conjunction with the Conference).
- Access to TMAC's Listserv and Member Portal on TMAC website.
- TMAC press card (optional Industry card for Industry members).
- Press release distribution opportunities (for Industry members).

A number of new membership benefits to be rolled out in the future.

## Membership Fees

### New Industry members pay:

- \$250 annually (prorated monthly, so please e-mail [info@travelmedia.ca](mailto:info@travelmedia.ca) for a specific month's fee) (see table below for applicable tax)
- plus a one-time non-refundable administration fee of \$125 (plus HST 13%)

Description	Fee	Tax	TOTAL
NS (HST 15%)	\$250.00	\$37.50	<b>\$287.50</b>
ON, NL, NB (HST 13%)	\$250.00	\$32.50	<b>\$282.50</b>
BC (HST 12%)	\$250.00	\$30.00	<b>\$280.00</b>
AB, SK, MB, QC, PEI, NWT, NU, YT (GST 5%)	\$250.00	\$12.50	<b>\$262.50</b>
Application Fee (new members only) (regardless of the province of residence HST 13%)	\$125.00	\$16.25	<b>\$141.25</b>
All prices are listed in Canadian dollars. Payments can be made by cheque, made payable to the Travel Media Association of Canada, or by credit card (please download the credit card authorization form here: <a href="http://www.travelmedia.ca/cc_form.pdf">http://www.travelmedia.ca/cc_form.pdf</a> ).			

If you wish to be invoiced prior to applying please e-mail [info@travelmedia.ca](mailto:info@travelmedia.ca).

## Important Information

- In the event your membership lapses for one year or more, you will have to reapply as a new member, with the non-refundable administration fee payable.
- In the event the applicant leaves the industry member organization, the employer will remain the TMAC member and the new person responsible for media relations will become a new company representative.
- It is the policy of the TMAC Board to advise all applicants (with fully-completed application) of membership approval/denial within a two to four week period of receiving his/her completed application.
- Your signature on the application form indicates your agreement not to hold TMAC, its individual members, or Board members legally liable for damages relating to a refusal or withdrawal of membership.
- The Membership Committee will be given broad latitude in its selection process. Membership guidelines are subject to change from time to time as outlined in the TMAC By-Laws 2.

## Application Form – Industry

Please read the TMAC Mission Statement, Industry Code of Conduct (see Industry Code of Conduct under About Us on TMAC website) and membership guidelines.

**Company:** \_\_\_\_\_

**Representing (if any):** \_\_\_\_\_

**Applicant's name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_

**Postal code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**As an Industry member, what can you offer the members of TMAC?** (Professional Development of all members is important to TMAC. Please feel free to include skills/expertise you have that could also be of benefit to all members.)

**Why do you want to join TMAC?**

*I hereby apply for membership in the Travel Media Association of Canada and agree to abide by its rules and regulations. I agree not to hold TMAC or its individual members or Board members legally liable if my membership is refused or revoked.*

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Submission Details

Your application package must include the following:

1. Completed application form.
2. Two (2) written media references from two (2) travel media professionals with whom you have worked with in the past two (2) years describing assistance, services you facilitated/provided.
3. Application fee of \$141.25.

Please send the completed application package to:

Travel Media Association of Canada  
c/o T•O Corporate Services  
55 St. Clair Avenue West, Suite 255  
Toronto, ON M4V 2Y7  
Phone: 416-934-0599 Fax: 416-967-6320  
E-mail: [info@travelmedia.ca](mailto:info@travelmedia.ca)