



Membership Benefits

ROLLER SKATING SUPPLIERS & MANUFACTURERS

Since 1937, the Roller Skating Association (RSA) International has provided its members with industry information, publications, purchasing discounts, national marketing programs, business advice and education, promotional materials and more. Members have the opportunity to attend RSA's annual convention and trade show, which offer educational seminars and valuable information relating to the roller skating industry. Over 1,100 roller skating centers from throughout the United States and the world are members of the association.

Companies joining the Roller Skating Suppliers and Manufacturers (RSM), an affiliate member of the RSA, discover the latest information on industry trends and can network with others involved in the roller skating industry. RSM members also have direct access to rink owners and operators, which is a powerful marketing tool for their business.

Additional RSM membership benefits include:

- Access to the RSA mailing list of over 1,100 roller skating centers throughout the U.S. and around the world (YOUR TARGET MARKET!) ★
- Discount on booth space and preferential location at the annual RSA Trade Show, a savings of at least \$150
- Complimentary subscription to the top-rated, bimonthly trade magazine, *Roller Skating Business*
- Listing in annual *RSA Membership Directory*, which also includes addresses and phone numbers of all RSA members
- Profile listing in *RSA Resource Directory* and separate *RSM Company Profile Directory* distributed to every RSA member
- Listing in every issue of *Roller Skating Business* magazine
- Complimentary subscription to the monthly newsletter, *RSA Today*

-more-

- Complimentary subscription to quarterly newsletter, *RSM News*, which includes leads of potential new rink owners who have

- purchased our *Roller Skating Industry Guide*
- Upon joining, a set of mailing labels of all 1,100+ RSA-member skating centers ★
 - Contact information, via e-mail or mail once a month, of new RSA International members and those entering the industry for the first time ★
 - Roooofus the Roller Roo®, Kooky A. Bird®, RSA International® logo and clip art licensing opportunities
 - Complimentary listing on RSA International website with link to your company's website (for small initial set-up fee)* Enhanced listings are available
 - Discounts and priority placement for advertisements in *Roller Skating Business Magazine*
 - Exclusive right to purchase advertising space at discounted rates on the RSA International website
 - Discounts on all other advertising opportunities with the RSA International
 - Inclusion of article in an RSA publication introducing your company to other RSA Members
 - Group rates on workmen's compensation, liability insurance and property insurance
 - Ability to include, for a small fee, promotional material with monthly mailings sent by RSA to all members
 - Exclusive sponsorship opportunities at the RSA convention, resulting in increased exposure for your company
 - Additional sponsorship opportunities offered exclusively to RSM members
 - Ability to purchase RSA products sold exclusively to members
 - Discounts on car rentals, office supplies and other products and services through our affinity partners

Considering the long-term value of one new customer to your business, these new names are ...*priceless!* The value of just one new customer will more than pay for your membership.

Yearly Membership Cost: \$360