



2012 DMO Membership Application

101 Prosperous Place • Suite 350
Lexington, KY 40509
800.682.8886 • www.NTAonline.com

Requirements for NTA Destination Marketing Organization (DMO) Membership

All applicants must meet and/or submit the following requirements for membership. See www.NTAonline.com for specific description of requirements.

- Be a destination marketing organization for a city, state/province, region, area or country whose primary purpose is the promotion of the destination.
- Be representative of at least three of the multiple components (lodging, attractions, restaurants, etc.) of the travel and tourism industry within a city, state/province, region, area or country.
- Be a nonprofit organization, governmental agency or instrumentality.

Important Information and Dates:

- Upon approval of your membership application, membership dues become non-refundable.
- Membership is held by the member company, not an individual representative.
- Applications must be received with all required documentation and payment prior to the last working day in February to be listed in NTA's printed *Membership Directory*.
- Business appointments may be offered at NTA's Convention and other events, however, the payment of membership dues are not contingent on the scheduling of appointments and therefore, a refund of membership dues will not be given to those companies who do not receive appointments.

Where did you hear about us?

- Member referral – Name: _____
Company: _____
- Publication – Name: _____
- Web site (NTAonline.com)
- Met NTA representative at trade show – Name of show: _____
- NTA solicitation by mail, fax, phone, or e-mail
- Other: _____

Why did you join?

- Business-to-business buying and selling opportunities
- Research and information
- Professional development / education
- China Inbound Program
- Advocating/ Lobbying and legislative issue representation
- Corporate partner discounts

General Information

Company Name: _____

Primary Contact: Mr. Ms. First Name: _____ Last Name: _____

Title: _____

Address: _____ City: _____

State/Province: _____ Country: _____ Zip Code: _____

Telephone: _____ Toll Free: _____ Fax: _____

Web Address: _____ Contact E-mail: _____

Physical Address, if different: _____

Identify name(s) of Applicant's CEO/Owner: _____

Provide e-mail address for CEO/Owner: _____

For U.S. applicants indicate the federal tax form number annually submitted to the Internal Revenue Service (Your organization must be a nonprofit organization, governmental agency or instrumentality):

90/990-T _____ 1120 _____ Other _____

List, by specific companies, the names of three types of entities represented by your organization (e.g., attractions, restaurants, hotels, etc.)

1. _____

2. _____

3. _____

Membership and Payment Authorization

Two DMO participants will be eligible for the pre-scheduled appointments during the annual Tour & Travel Exchange.

Membership Term	Membership Expiration	Fee
Full Year	Jan. 31, 2013	US \$650

Dues amounts listed above are valid for 2012

Total Amount Due US \$ _____

Method of Payment

Check or money order made payable to NTA is enclosed.

Charge this NTA membership to my (circle one): American Express Discover MasterCard Visa

Card Number: _____ Exp: ____/____ Name on Card: _____

Billing address for credit card: _____ City: _____

State/Province, Zip/Postal Code: _____ Country: _____

Security Code: _____ Authorized Signature: _____

NTA Code of Ethics and Professional Responsibility

NTA’s Code of Ethics consists of the following general codes. Each general code has several specific sub-sections. The entire Code of Ethics can be found on www.NTAonline.com.

Preamble: NTA’s Code of Ethics and Professional Responsibility is established to guide its members in their relationship to one another and in providing professional and courteous quality services to the traveling public.

An NTA Member Shall:

- o Be guided in all professional and personal activities by truth, accuracy, honesty, fairness and integrity.
- o Exercise truth, integrity and fair dealings with his/her/its customers and/or consumers.
- o Promote public confidence in NTA.
- o Keep informed on the latest techniques, developments and knowledge pertinent to the packaged travel industry.

Sign and return to NTA Headquarters

Applicant, by its duly authorized representative, hereby declares that the statements contained in this form are true and correct and that Applicant has not suppressed or misstated any facts, or omitted to state any facts necessary to make the statements set forth herein not misleading. Applicant, by its duly authorized representative, acknowledges and is aware that to knowingly give misinformation or false information is to commit fraud, which is in direct conflict with the NTA’s Code of Ethics and Professional Responsibility.

Applicant, by its duly authorized representative, affirms to NTA that Applicant understands the requirements of NTA Tour Supplier/DMO Membership and affirms to NTA that Applicant meets and throughout Applicant’s membership in NTA shall meet said requirements and comply with and abide by the NTA Code of Ethics and Professional Responsibility.

Printed Name: _____ Title: _____

Signature of Authorized Representative of Applicant: _____ Date: _____

Return completed application and payment to:

NTA Attn: Member Relations Department

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+1.859.264.6570 fax
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