

SUPPORT. CONNECTION. STRENGTH. THERE IS VALUE IN BELONGING!

MSPA Americas is your
NUMBER ONE RESOURCE,
No matter what part of the
customer experience you impact.

Mystery shopping. Retail merchandising.
Market research. Brand audits.
Your services are diversifying and so
are ours. We now provide a wide range
of member benefits that reflect the
many facets of customer experience
management and support.

The result? A bigger, broader
membership that helps you:

- ▶ **Develop** your business
- ▶ **Build** and **strengthen** relationships
- ▶ Get more **client leads**
- ▶ And, **save money**

**Visit MSPA-NA.org to get
the resources you need most!**

TAKE ADVANTAGE OF THESE VALUABLE MEMBER BENEFITS!

- ▶ **ACCESS TO INDEPENDENT CONTRACTOR DATABASE** tens of thousands and growing everyday
- ▶ **A SPECIALIZED OPPORTUNITY BOARD** for posting engagements
- ▶ **ANNUAL EVENTS** offering unparalleled multi-industry networking opportunities and professional development
- ▶ **ACCESS TO VETTED PARTNERS** you can work with outside your industry or areas of expertise—so you can offer more comprehensive services
- ▶ **PEER SUPPORT THROUGH MSPA COMMUNITIES** troubleshooting of business issues with “like” business owners
- ▶ **POWERFUL COLLECTIVE VOICE ON LEGISLATION AND SCAM PREVENTION ISSUES**
- ▶ **BUILD BRAND AWARENESS THROUGH THE MSPA WEBSITE** which receives over 40,000 hits* a month – member companies are seen by potential clients looking for service providers
- ▶ **INDEPENDENT CONTRACTOR TRAINING AND EDUCATION**
- ▶ **COMPREHENSIVE PR/MARKETING OF YOUR INDUSTRY**
- ▶ **MEDIA TRAINING KIT AND TIP SHEETS**
- ▶ **SPECIAL DISCOUNTS THROUGH THE MSPA ABENITY PROGRAM** to members and their employees, including restaurants, movies, retail stores and activities