



## *Companies that Service the Spirit Industry*

*(Uniforms, Campwear, Shoes, Make-up, etc.)*

### **What is SITA's Mission?**

The Spirit Industry Trade Association (SITA) seeks to provide networking opportunities for US and International spirit companies, associations, gyms, and industry professionals to exchange ideas and share benefits while working toward the positive development of the spirit industry.

**Whether you have been in the industry for 10 years or you are trying to break into the spirit market, SITA offers several priceless services to its members:**

- One-on-one meetings with other SITA members
- Access to exclusive Member to Member Benefits list
- Inclusion in SITA Classifieds E-Newsletter, where members can reach over 5,000 readers
- Highlighted in Member Spotlights in the Bi-Monthly Newsletter, which reaches over 5,000 readers
- Participation in networking opportunities with the nation's leading cheer and dance companies
- Inclusion in SITA's MySpace.com and Facebook.com pages
- Live links from the SITA website to member website with company description and logo
- Recognition of outstanding service and participation in the spirit industry through the SITA Awards
- Participation in philanthropic opportunities
- Access to the Member's Only Section of the SITA website

### **Additional Benefits and Upcoming Meeting Dates:**

As a SITA member, you will also be able to attend SITA's General Membership Meetings and SITA's acclaimed Annual Meeting & Awards Gala (at the Member's Discount Price). SITA Meetings are the perfect opportunity to build working and personal relationships with some of the nation's leading Spirit Industry Professionals. *(Meetings are not mandatory)*

#### **General Membership Meeting**

January 12, 2010  
Ft. Myers, FL

#### **General Membership Meeting**

October 5, 2010  
St. Louis, MO

**2010 Awards Gala & Trade Show**  
July 22-24, 2010  
New Orleans, LA  
JW Marriott

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

### **What are current members saying?**

"SITA is a fantastic way to stay "plugged in" to our industry. Having a chance to work on projects with the nation's brightest minds is attractive to us. One thing we strive to do is figure out ways to truly give back to this industry that has done so much for us, and SITA's Helping Hand is just that."

- **Tate Chalk**, *President, Nfinity Shoes*



"Not only has my SITA Membership benefited my company within the United States, but SITA has facilitated business relationships and opportunities for my company internationally."

- **Kelly McKeown**, *GK Elite*



"[SITA Membership] has taken us out of our local business "box" and expanded our sphere of influence NATIONWIDE."

- **Mike Scott & Sid Hill**, *Adpro*

---

### **Who do I contact for Questions regarding Membership?**

Please contact SITA's Executive Director, Tara Bencomo, who will be happy to walk you through the membership application and answer any questions you may have. Contact Tara at [Tara@SpiritIndustryTrade.com](mailto:Tara@SpiritIndustryTrade.com).