



Spirit Industry Event Producers

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

What are current members saying?

“SITA is a wonderful business-to-business trade organization that has strengthened the spirit industry by fostering open communication and cooperation. The camaraderie and sharing of industry information between members has helped COA stay on top of important issues facing our industry.”

- **Steven G. Wedge**, *President, COA*



“SITA is the trade organization that provides spirit industry companies opportunities to create positive change in all aspects of the cheerleading and dance community. From networking events and an annual trade show, to the introduction of the Spirit Industry Awards and SITA’s Helping Hand philanthropic initiative, the work of SITA members is making a difference in the scope and focus of our industry.”

- **Lynn Singer**, *VP Sales & Mktg, America's Best/Spirit Innovations*



"Being on the ground floor as SITA was developed and the first chair of this incredible organization, I have found that the networking, camaraderie and open exchange of ideas and philanthropic initiatives are truly amazing. SITA is THE trade association of our industry. All companies that have anything to do with cheerleading and/or dance should belong. UPA is here for the long haul!"

- **Lisa Saline**, *President/CEO, UPA, SITA Founding Member & Inaugural Chair*

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.