

## 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](http://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