

MRA MEMBERSHIP APPLICATION FORM



Marketing Research Association



INSTRUCTIONS:

Please follow these 5 easy steps: Steps and detailed instructions are also labeled on the appropriate pages and inserts.

Step 1: Review the "Value Added Membership Reference Page (Insert I)" to gain an understanding of MRA's membership structure. Then select your desired membership level in the Membership Options Grid below.

Step 2: After you have selected your membership level, complete all members' information in the Applicant Information section. Make additional copies of pages if necessary.

Step 3: Select each member's Primary Chapter (each member must be assigned a Primary Chapter) and any additional Chapters included in your Core Benefits.

Step 4: If your selected membership is Level A through F: Enter the total amount due in the Membership Options Grid below, ensure all members sign our Code of Research Standards page (Insert II), and fax/mail all pages, except the Value Added Membership Reference Page (Insert I), to MRA (fax : 860-682-1010).

If your selected membership is Level G or H: You may add additional National memberships to your membership. If that is the case, enter in the amount of additional National memberships that you are purchasing to the Membership Options Grid on this page. Compute the total of your application, ensure all members sign our Code of Research Standards page (Insert II), and fax/mail all pages, except the Value Added Membership Reference Page (Insert I), to MRA (fax : 860-682-1010).

Step 5: Once MRA receives your application and payment, an MRA Membership Specialist will contact you to select the Additional Benefit(s) included in your membership.

MEMBERSHIP OPTIONS GRID

Level/Type	Number of Members Included in Membership	Dues	Subtotal
Student	1	\$55.00	
Educator	1	\$75.00	
Government	1	\$200.00	
Level A	1	\$275.00	
Level B	2	\$650.00	
Level C	3	\$925.00	
Level D	5	\$1,550.00	
Level E	7	\$2,200.00	
Level F	9	\$2,800.00	
Level G	12	\$3,600.00	
Level H	36	\$11,625.00	
Additional Chapter Memberships	N/A	\$40.00	
Additional Memberships (Available at Levels G and H only)	N/A	\$225.00	
Additional IMRO Online Division Memberships	N/A	\$40.00	
TOTAL AMOUNT DUE			

NOTE: Companies can have only one membership.

METHOD OF PAYMENT

Check # _____ (make checks payable in U.S. dollars to MRA)

Credit Card # _____ Exp. Date _____

MasterCard

VISA

American Express

Signature _____

Step 1: Review this page to gain an understanding of MRA's membership structure.

Insert I: MRA's Value-Added Membership Reference Page: The Details

The Basics:

Each Membership Level includes **Core Benefits (detailed in Grid One)**. All levels, with the exception of Student and Educator, include a certain amount of **choices of Additional Benefits** with the membership – there is no additional cost (**additional benefits are detailed in Grid Two**).

Grid One: The Levels and Core Benefits:

✓ = core benefit available at this level

Level/Type	Number of Members Included in Membership	Alert! copies	Core Benefit Chapter Memberships [^]	Member pricing	Members Only Website Access	5% discount on selected products [±]	10% discount on selected products [±]
Student	1	N/A	1	✓	✓	N/A	N/A
Educator	1	1	1	✓	✓	N/A	N/A
Government	1	1	1	✓	✓	N/A	N/A
Level A*	1	1	1	✓	✓	N/A	N/A
Level B	2	2	2	✓	✓	N/A	N/A
Level C	3	3	3	✓	✓	N/A	N/A
Level D	5	5	7	✓	✓	✓	N/A
Level E	7	7	10	✓	✓	✓	N/A
Level F	9	9	13	✓	✓	✓	N/A
Level G**	12	12	17	✓	✓	N/A	✓
Level H**	36	36	50	✓	✓	N/A	✓

Notes: Chapter-Only memberships are not available.

Companies can have only one membership.

The Connector (MRA's membership roster) is also included with membership.

[^] Every member within the membership is assigned a Primary Chapter. Some levels include extra Chapter memberships within the Core Benefits that can be assigned to members within the membership.

*Level A is a non-transferable membership. The membership stays with the individual.

**Additional memberships are available at Levels G and H only for \$225 each. Additional Members receive all Core Benefits, however the company will not receive more choices for additional benefits.

[±] Selected products include: Conference registrations, Sponsorships, Exhibitor Contracts and On-the-Road Workshops. More products will be added as they are introduced in 2007. **Important Note:** Discounts negotiated with the sales department cannot be used with other discounts.

Grid Two: The Additional Benefits:

The more members included in your membership, the more Additional Benefits you can choose.

✓ = additional benefit available at this level

Members **must choose all of their additional benefits upon renewal.**

Choices are final. Also, once choice(s) of Chapter and/or IMRO membership(s) are applied to a member, it cannot be transferred to another member.

Refunds cannot be granted for additional benefits unused by the end of the renewed membership period.

Level/Type	Number of Members Included in Membership	Amount of Choices of Additional Benefits per membership	Blue Book Print Copy ¹	Additional Chapter Membership	IMRO Division membership	\$100 off Blue Book Online Listing ²	Free Email or Web Hot Link from Member's Blue Book Listing ³	One Free Web Seminar ⁴	One Free On-Demand Education Offering ⁵	Free MRA Publication ⁶	discount on 1-yr 1/2 page or larger color ad contract for Alert! ⁷
Student	1	Choose 0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Educator	1	Choose 0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Government	1	Choose 1	✓	✓	✓	N/A	N/A	✓	✓	✓	N/A
Level A*	1	Choose 1	✓	✓	✓	N/A	N/A	✓	✓	✓	N/A
Level B	2	Choose 2	✓	✓	✓	✓	✓	✓	✓	✓	N/A
Level C	3	Choose 3	✓ Max. 2	✓	✓	✓	✓	✓	✓	✓	N/A
Level D	5	Choose 3	✓ Max. 2	✓	✓	✓	✓	✓	✓	✓	N/A
Level E	7	Choose 3	✓ Max. 2	✓	✓	✓	✓	✓	✓	✓	N/A
Level F	9	Choose 4	✓ Max. 2	✓	✓	✓	✓	✓	✓	✓	✓ Max. 1
Level G**	12	Choose 5	✓ Max. 3	✓	✓	✓	✓	✓	✓	✓	✓ Max. 1
Level H**	36	Choose 15	✓ Max. 10	✓	✓	✓	✓	✓	✓	✓	✓ Max. 1

More information on the Additional Benefits can be found at our website, www.mra-net.org.

¹ Members renewing between December 2006 and 7/31/07 that choose this option will receive the 2007 edition of the Blue Book beginning in February 2007. Members renewing after 7/31/07 will receive a copy of the 2008 edition beginning in February 2008.

² For new online listings only. Cannot be used for listings already purchased for 2007 or as a deduction from 2008 print listing order.

³ Can be used for current and new online listing purchases. Can be used if member currently has a listing online and did not purchase a website or email hotlink when Blue Book listing order was initially placed. Cannot be used to obtain a refund if member already purchased a website or email hotlink for 2007.

⁴ For a current list of scheduled Web Seminars, visit this link: <http://www.mra-net.org/edevents/indCal.cfm>

⁵ Web Seminars are scheduled throughout the year, visit our website frequently for updates. If member chooses this benefit, they must register for a Web Seminar before the renewed membership period expires.

⁶ This benefit will be available in early 2007. If member chooses this benefit now, they must order an On-Demand education item before the renewed membership period expires.

⁷ Publications members can select: Recruiting and Facility Management Qualitative Handbook; Communication Responsibilities During the Data Collection Process; Field Auditor Recommended Practices; Incidence Guidelines

⁷ 10% savings totals for 1-year color Alert! Contracts 1/2 page or more: save \$1320 for Full Page; save \$726 for Half Page; save \$2160 for Postcard (Back Cover, Intro Page, Center Spread and Inside Cover contracts already taken for 2007)

The Cost: Includes Core and Additional Benefits

Level/Type	Number of Members Included in Membership	Cost
Student	1	\$55.00
Educator	1	\$75.00
Government	1	\$200.00
Level A*	1	\$275.00
Level B	2	\$650.00
Level C	3	\$925.00
Level D	5	\$1,550.00
Level E	7	\$2,200.00
Level F	9	\$2,800.00
Level G**	12	\$3,600.00
Level H**	36	\$11,625.00

Please allow 5-10 business days to process renewal.

Revised 8-11-07

MRA MEMBERSHIP APPLICATION FORM

Step 2: Applicant(s) Information:

Remember to view Insert I (Step I) before proceeding. Complete all members' information. Make additional copies of pages if necessary.

Fill in your selected membership Level: ____. This level includes ____ members. Complete information for each member below:

Primary Member (The primary contact of the membership that receives renewal invoices and calls.)

Mr. Ms. _____
(First) (Middle) (Last)

Title _____ Company _____

Address _____ City _____ State/Province _____

Zip _____ Country _____ Tel _____ - _____ Ext. _____

Fax _____ - _____ Email _____

Website (URL) _____ Metro Area _____ I prefer to be contacted by: phone email fax

Business Category Code _____ Job Category Code(s) _____ (refer to Insert III for Codes)

I do not wish to receive any fax communications from MRA I do not wish to receive any email communications from MRA

Mr. Ms. _____
(First) (Middle) (Last)

Title _____ Company _____

Address _____ City _____ State/Province _____

Zip _____ Country _____ Tel _____ - _____ Ext. _____

Fax _____ - _____ Email _____

Website (URL) _____ Metro Area _____ I prefer to be contacted by: phone email fax

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MRA MEMBERSHIP APPLICATION FORM

Step 2: (Cont'd)

Mr. Ms. _____
(First) (Middle) (Last)
Title _____ Company _____
Address _____ City _____ State/Province _____
Zip _____ Country _____ Tel _____ - _____ Ext. _____
Fax _____ - _____ Email _____
Website (URL) _____ Metro Area _____ I prefer to be contacted by: phone email fax
Business Category Code _____ Job Category Code(s) _____ **(refer to Insert III for Codes)**
 I do not wish to receive any fax communications from MRA I do not wish to receive any email communications from MRA

Mr. Ms. _____
(First) (Middle) (Last)
Title _____ Company _____
Address _____ City _____ State/Province _____
Zip _____ Country _____ Tel _____ - _____ Ext. _____
Fax _____ - _____ Email _____
Website (URL) _____ Metro Area _____ I prefer to be contacted by: phone email fax
Business Category Code _____ Job Category Code(s) _____ **(refer to Insert III for Codes)**
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(First) (Middle) (Last)
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Address _____ City _____ State/Province _____
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MRA MEMBERSHIP APPLICATION FORM

Step 2: (Cont'd)

Mr. Ms. _____
(First) (Middle) (Last)
Title _____ Company _____
Address _____ City _____ State/Province _____
Zip _____ Country _____ Tel _____ - _____ Ext. _____
Fax _____ - _____ Email _____
Website (URL) _____ Metro Area _____ I prefer to be contacted by: phone email fax
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Mr. Ms. _____
(First) (Middle) (Last)
Title _____ Company _____
Address _____ City _____ State/Province _____
Zip _____ Country _____ Tel _____ - _____ Ext. _____
Fax _____ - _____ Email _____
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Marketing Research Association

INSERT II

CODE OF RESEARCH STANDARDS

Board Approval March 13, 2003

Member Ratification May 12, 2003

All MRA members must sign and adhere to MRA's Code of Research Standards. The standards are enforced, and complaints of alleged unethical behavior may be filed against an MRA member who is suspected to have violated the Code.

The official MRA document: Code of Research Standards has been provided to you in a PDF downloadable format from the MRA Web site at http://www.mra-net.org/pdf/expanded_code.pdf. If you prefer the complete 47-page version of the Code to be sent to you via e-mail or mail, please call MRA Headquarters to request a copy.

After you have read the full version of the Code, please read the Endorsement Agreement below, as a member of the Marketing Research Association, sign it and fax back (or mail) this Endorsement Agreement with your Membership Application to MRA Headquarters at 860-682-1010.

Endorsement Agreement

By signing here I indicate that I have read, understand and agree to follow the principles of honesty, professionalism, fairness and confidentiality that are outlined in MRA's Code of Research Standards. I further understand that not conforming to this Code may result in termination of my membership in the Marketing Research Association.

Company _____ Phone _____

Signature _____ Print Name _____

Signature _____ Print Name _____

Signature _____ Print Name _____

Signature _____ Print Name _____

Signature _____ Print Name _____

Signature _____ Print Name _____

Signature _____ Print Name _____

MEMBERSHIP INFORMATION (REQUIRED)

How did you hear about MRA?

- | | | | |
|---|---|---|--------------------------------------|
| <input type="checkbox"/> MRA Member | <input type="checkbox"/> MRA Chapter Function | <input type="checkbox"/> MRA National Conference | <input type="checkbox"/> MRA Website |
| <input type="checkbox"/> MRA Publications | <input type="checkbox"/> MRA Membership Mailing | <input type="checkbox"/> MRA Ad/Ind. Publications | <input type="checkbox"/> Other _____ |

Which Features of Membership most influenced you to join MRA?

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Networking | <input type="checkbox"/> Conferences/Education | <input type="checkbox"/> Magazine Subscription | <input type="checkbox"/> Blue Book |
| <input type="checkbox"/> Memb. Directory | <input type="checkbox"/> Website | <input type="checkbox"/> Chapter Involvement | <input type="checkbox"/> MRA Ad/Industry Publications |
| <input type="checkbox"/> Industry Status | <input type="checkbox"/> Other _____ | | |

INSERT III

Business and Job Category Codes

From the list below, please select ONE Business Category Code (definitions are included at the end of this document for your reference) and all Job Category Codes within your business category that apply to you. Once you have chosen your codes, insert them on the appropriate spaces (in Step 2) on the membership application.

The Business Category Codes are the letters and the Job Category Codes are the numbers.

Your selected Business Category Code will appear in The Connector - MRA's membership roster, as well as in our member database. The Job Category Code(s) you select will only appear in our member database, NOT The Connector.

Business Category Codes (letters)/Job Category Codes (numbers):

A. End User

1. Director of Marketing Research
2. Sr. Operations
3. Analyst
4. Consultant
5. Internal MRD: Project
6. Internal MRD: Field
7. Internal MRD: Analyst
8. Internal MRD: Statistician
9. Internal MRD: Other
10. Other

B. Research Provider/Supplier

1. Field
2. Project
3. Client Service
4. CEO/COO/Owner
5. Data Services (Coding, Tabulation, Data Entry, In-house programming, etc.)
6. Marketing
7. Statistician
8. Operations
9. Sales//Business Development
10. Database Manager
11. External Sample Source Manager (Phone, Online, all others)
12. Consultant
13. Internal Data Collection: Phone Center
14. Internal Data Collection: Online
15. Internal Data Collection: Qualitative
16. Other

C. Data Collection: Qualitative

1. Focus Facility Owner/CEO
2. Focus Facility Manager
3. In-house moderator
4. Qualitative Research Consultant
5. Other Focus Facility Staff
6. Ethnographer/Anthropologist
7. Sales/Business Development
8. Marketing
9. Recruiter/Pre-recruiter
10. Database Manager
11. Field Management
12. Consultant
13. Other

MRA MEMBERSHIP APPLICATION FORM

Data Collection: Quantitative

14. Mall Facility Owner/CEO
15. Mall Facility Manager
16. Mall Facility Supervisor/Project Director
17. Phone Facility Owner/CEO
18. Phone Facility Manager
19. Phone Facility Supervisor/Project Director
20. Online Facility Owner/CEO
21. Online Facility Manager
22. Online Facility Supervisor
23. Database Manager
24. Interviewer
25. Recruiter/Pre-recruiter
26. Programmer/Spec Writer
27. Field Management
28. Consultant
29. Other
30. Sales/Business Development

D. Related Services

1. Transcriptionist
2. Technographer
3. Videographer

D. Related Services (Cont'd.)

4. Sample provider
5. Software Provider
6. Technology Services
7. Coding
8. Tabulation
9. Data Entry
10. Programmer/Spec Writer
11. Consultant
12. Other
13. CEO/COO/Owner

E. Consultant

1. End User
2. Research Provider/Supplier
3. Data Collection – Qualitative
4. Data Collection – Quantitative
5. Related Services

F. Other

G. Student

H. Retired

Business Category Code Definitions:

End User: The initial buyer and ultimate user of research.

Research Provider/Supplier: A company hired by a manufacturer or service provider to design and manage the implementation of a research project, as well as to analyze and interpret the data. The full service company may collect the data itself or hire a data collection company for this phase of a project. This would include internal suppliers.

Data Collection: The gathering of information quantitatively or qualitatively (figures, words or observationally) that describes some situation from which conclusions can be drawn.

Quantitative: The person, enterprise or agency that provides interviewing services for clients and receives payment for data collection services delivered. The service is responsible for hiring and training interviewers, executing a client's job exactly as specified and editing and validating each interviewer's completed assignment. Services can operate with interviewers who work exclusively for them or with interviewers who work with them and other services in the area. Also known as a "field service," "interviewing service" or "data collection agency."

Qualitative: The person, enterprise or agency that provides qualitative research services for clients and receives payment for the services delivered. The service may include qualitative research consulting and all activities thereof, focus group moderating and all activities thereof, ethnographic/anthropologic research, ownership of or employment by a focus facility.

Related Services: A company or agency that provides services that enhance primary marketing research. This would include, but is not limited to, data processing, field management, sampling companies, software companies, transcription services, technology service providers, etc.

Consultant: A professional, individual or organization that provides expert advice with recommendations as the basis for making a decision. Generally, a consultant's services are engaged for a fixed period of time at an agreed-upon rate of payment