



Member Guide



BECAUSE REPUTATION MATTERS

A membership with the TBA opens doors for you

Who We Are

The TBA is an association of wedding service businesses in the greater Research Triangle area of North Carolina, founded in 2002. The mission of the Association is to connect engaged couples with a diverse group of quality local businesses that can make their weddings and honeymoons great, and to keep our members connected to each other while providing them with a competitive edge.

What We Stand For

TBA Members are upheld to a Code of Ethics outlining the need to preserve and encourage fair and professional business practices. Our members diligently and responsibly control and evaluate membership for the benefit of the members. The TBA and it's role in assisting brides, is actively promoted through our extensive marketing, networking and educational platforms. Members are encouraged to actively participate in the organization and promotion of the TBA.

What We Do

The TBA hosts many different types of networking and education events emphasizing both member-to-member and member-to-bride interaction. Speakers, seminars and workshops not only inspire, motivate and education members but the often include the vitally important bride. Our events provide the perfect platform for building relationships with brides and fellow members, as well as other local wedding professionals and businesses.

In addition, the TBA markets and brands itself and all members using a variety of outlets including trade shows, print TV, radio and internet. Social media connections further expand the brand awareness of the TBA.

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Inspire, motivate and educate with the movers of the industry and build valuable relationships. The who, what, where and when of the TBA.

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Because reputation matters.

03 MEMBERSHIP BENEFITS

Honesty • Integrity • Professionalism

Say I Do to the TBA & You. With a rock solid Code of Ethics and an unequalled Standard of Professionalism and Quality, a membership with the TBA opens doors for you. Combine that with the most comprehensive benefits and features of any professional association, and I ask you . . .

Why wouldn't you want to be a member?

Business [2] Business

Local Business Promos & Discounts | featured at Lunch + Learn
Member to Member Promos & Discounts | TBA's Power Team

Member [2] Brides

2Q Event | A Happy Affair {Member + Bride} • {Meet + Mingle} Event
4Q Event | Panel of Brides

{Forever} Bridal Show Recognition

\$50 Member Discount
Ribbon Nametag Recognition
Balloon Identification within booth space
TBA booth ambassadors | Promoting the TBA at bridal shows

Committee Interaction • Involvement

{Local Business} Power Team Recruiters
Executive Committee Leaders | Managing new member application review
New Member Mentors | Guiding new members to the TBA
New Member Ambassadors | Striving for the best referrals

Marketing Recognition

TBA Website | Free Member Listing
TBA Website | Free Event Listings
TBA Website | Member Spotlight featured annually on Homepage
Facebook | Face2Face featured annually
YouTube | Link to member videos
Happy Brides E-Newsletter | "So Hot Right Now" Member of the Month Column featured annually
Radio/TV/Print

Charity Events

Brides Against Breast Cancer
Toys For Tots Annual Holiday Party Fundraiser

04 MARKETING & BRANDING

Identify • Promote • Publicize

Do you know how taking advantage of the TBA's marketing and branding strategy can work for you? How about building a rock solid foundation supporting your marketing efforts! Not to mention growing a successful business, attracting more customers and creating loyalty.

Build Your Brand with the TBA

Website

TriangleBridal.com is a great resource for brides searching for quality wedding businesses. Reaching hundreds of brides a month, your company listing is sorted alphabetically and can easily be searched by city and/or category. Included is a detailed description giving the bride everything she needs to know about you, right at her fingertips. Member spotlight takes it's place front and center on the homepage and gives members more visibility and recognition.

E-Newsletter

The Happy Brides Newsletter was launched in 2007 and currently goes out to over 2,000 brides a month via email. As a member, you are given exclusive rights to publish events and articles, so don't miss out on this wonderful opportunity. Keep us in the loop and we'll feature you and your business 3x annually in one of our many columns.

Bridal Shows

We are proud to say that Forever Bridal Productions Ltd., the Triangle's longest running bridal show company, is the founding sponsor of the Association. The Association partakes in exhibit space at all their major bridal shows, promoting you, our esteemed member. Our mission is to spread the word to thousands of brides getting married in our area about your commitment to them and the importance's of using an association member.

Facebook

Social media opens your business up to the world and allows customer engagement never seen before. Facebook humanizes your business. Post on our facebook page to help spread your message. Show the world you are connected and capture the audience of the TBA facebook page "likes" to further enhance your social marketing efforts.

Radio | TV | Print

The Association utilizes these platforms of mass media to effectively demonstrate the experience and knowledge you possess of your products and services. Building customer trust to the bridal community is a vital part of branding the Association. These mediums allow the Association to build consumer awareness that make your company real.

05 NETWORKING & EDUCATION

Inspire • Motivate • Educate

Need motivation and inspiration? How about just being out there? Our quarterly events and lunch & learn events provide an opportunity to stay one step ahead of your competitor, but you have to be there!

Event Features & Highlights

1Q Event | A Happy Affair • {Member & Bride} + {Meet & Mingle} Event

Great weddings start with great experts and brides can meet them here. This is an evening like no other. There will be cocktails and hors d'oeuvres, as well as display space for members products, services and literature. The event is available exclusively to esteemed TBA members. Consider it love at first site!

2Q Event | Speakers • Seminars • Workshops

Gearing up for wedding season? Need a boost of energy? Prepare yourself for a powerful agenda tapping into the hottest topics giving you the competitive edge!

3Q Event | Inspire • Motivate • Educate

Busy wedding season? There's no time like the present to take a much needed breather. Catch up with fellow members and learn what the future brings. Meet great speakers and learn from the pros!

4Q Event | Panel of Brides Focus Group

Our focus group gives you the pulse of the industry for one night only. At our annual Panel of Brides Focus Group, you will meet couples, all at various stages of wedding planning and all with different budgets. Come prepared to ask your questions! Gain valuable insight directly from your customers by hearing the ups and downs of their wedding planning process.

Monthly Events | Lunch + Learn

Nothing beats sharing a meal with fellow members to enjoy some much needed socializing and networking. Find out what our Directors and Power Teams have been up to, as well as fellow members. Lunch is served!

Brides Against Breast Cancer | Charity Wedding Gown Sale

The TBA is happy to join forces with Making Memories Foundation. Making Memories is a foundation who is dedicated to providing a spark of joy into the lives of women and men who are losing their battle against breast cancer.

Annual Holiday Party | TBA • NACE • ISES Charity Fundraiser

Naughty or Nice? Don't be a scrooge. Celebrate the holidays with your fellow TBA members and meet other great professionals from NACE and ISES and join in on the season of giving.

Calendar of Events

Who • What • Where • When

1Q EVENT

3RD ANNUAL • A HAPPY AFFAIR
[Member & Bride] + [Meet & Mingle]
{Thursday} February 24, 2011
5:30 pm to 8:30 pm
North Ridge Country Club

2Q EVENT

TBA ROUND TABLE FORUM
{Tuesday} May 3, 2011
6:00 to 8:00 pm
Sheraton Raleigh Hotel

3Q EVENT

WEDDING MARKETING UNIVERSITY
GUEST SPEAKER • ANDY EBON
{Tuesday} August 2, 2011
8:30 am - 4:00 pm
Location TBD

4Q EVENT

PANEL OF BRIDES FOCUS GROUP
{Tuesday} November 1, 2011
6:00 to 9:00 pm
The Cardinal Club

LUNCH + LEARN 2011

{Tuesdays}
July 12 • September 13 • October 4
12:00 noon to 1:00 pm

BRIDES AGAINST BREAST CANCER

{Friday} August 19, 2011
10:00 to 4:00 pm
{Saturday} August 20, 2011
10:00 to 6:00 pm
Sheraton Raleigh Hotel

5th ANNUAL HOLIDAY PARTY

TBA | NACE | ISES
{Tuesday} December 6, 2011
5:30 to 9:00 pm
Sheraton Raleigh Hotel



06 MEMBERSHIP APPLICATION

Because Reputation Matters

Please review and submit this application to us. Your signature indicates that you agree to terms & conditions stated on the back of this application. This application constitutes a binding agreement when accepted by the Triangle Bridal Association. The individuals whose signature appears below warrants and represents that he/she has authority to enter into this agreement on behalf of the company or organization represented.

Membership Directory Information

Company	Years in Business
Website	
Contact Person	Phone
Address	City/ST/Zip
Fax	Email

Member Profile: Please describe (in paragraph form) your products and / or services, as well as business facts and attributes:

List any business licenses, professional organizations, awards and/or accreditations:

References:

Category select two

- | | | | |
|--|---|---|--|
| <input type="radio"/> Bachelorette Party Locations | <input type="radio"/> DJs | <input type="radio"/> Hotel Accommodations | <input type="radio"/> Real Estate |
| <input type="radio"/> Bakeries/Wedding Cakes | <input type="radio"/> Financial Planning | <input type="radio"/> Invitations/Paper Goods | <input type="radio"/> Reception/Rehearsal Dinner |
| <input type="radio"/> Bridal Shows | <input type="radio"/> Florists | <input type="radio"/> Jewelry/Accessories | <input type="radio"/> Rental Supplies |
| <input type="radio"/> Bridal Wear | <input type="radio"/> Formal Wear | <input type="radio"/> Limousines/Transportation | <input type="radio"/> Therapist/Stress Management |
| <input type="radio"/> Caterers | <input type="radio"/> Gifts/Favors | <input type="radio"/> Music/Entertainment | <input type="radio"/> Videography |
| <input type="radio"/> Ceremony Sites | <input type="radio"/> Hair & Make-Up | <input type="radio"/> Photo Booth | <input type="radio"/> Wedding Gown Cleaning Preservation |
| <input type="radio"/> Consultants/Planners | <input type="radio"/> Health/Fitness/Beauty | <input type="radio"/> Photography | |
| <input type="radio"/> Day Spas | <input type="radio"/> Honeymoon/Travel | <input type="radio"/> Publications | |

Payment I herein submit my application for membership in the Triangle Bridal Association for a period of 12 months. Term will begin on the 1st of the following month when payment is received and application is approved.

Dues: \$325.00	check#	Visa/MC	exp. date / 3-digit CSV
Billing Address		City	ST Zip
Signature		Title	Date

1. Term. This agreement will commence upon payment of dues by member (hereafter, "You" / "Your") and shall continue for twelve months thereafter. This agreement shall not be in force until accepted by Triangle Bridal Association (hereafter, "TBA") which reserves the right to cancel this agreement without further obligations under this contract, or for cause if You have failed to pay as agreed or if You fail to perform any material term or condition of this agreement.

Member shall pay a fee of \$20 for any check presented for payment that is returned by the bank, and a fee of \$20 for any late payment.

2. Code of Ethics. You must adhere to the TBA Code of Ethics, which guides the business practices of all members and helps ensure adherence to the principles upon which TBA is based. It is understood that You are familiar with its contents and will uphold each of the Articles and pledges it contains. You acknowledge that membership may be terminated without any refund, should TBA and/or TBA Executive Committee determine in its sole discretion that You have violated any aspect of the Code. TBA will always seek to address any such matters directly with you in order to have full information before a termination hearing occurs.

3. Licenses. You shall be required to obtain and keep in force any & all licenses for operation of you business.

4. Logo. You are permitted to utilize the TBA logo in your advertising, letterhead, business cards, and signage. Artwork of the logo is available free of charge to You; the logo must not be altered in any fashion. The use of the TBA logo must be discontinued immediately upon lapse in, non-renewal or termination of membership.

5. Plaque. You will receive a TBA plaque for display at your place of business during your active membership. The plaque is the property of TBA and must be returned to TBA upon lapse in, non-renewal or termination of membership. You agree that the plaque is valued at \$250, and agree to pay TBA \$250 for failure to return plaque upon request of TBA.

6. Liability and Insurance. TBA is not responsible or liable in any way for any injury to person or property, loss or damage of any kind, sustained by You, your employees or any other person by reason of fire, theft, water, accident, or negligence of TBA or any of its servants, agents or employees or any other cause whatsoever, except in cases of gross or sole negligence or willful misconduct. It is further understood that You will indemnify and hold harmless TBA from damages, loss, cost or expense, including costs of defense and reasonable attorney fees of any and all kind arising out of sole or contributing negligence of You, your employees, servants or agents, or TBA, or otherwise.

7. Miscellaneous. (A) All matters & questions not covered herein are subject to decision of TBA. Should either party resort to litigation or any form of alternative dispute resolution relating to this event under terms of this contract, parties agree that jurisdiction, venue and choice of law shall be in the State of North Carolina, City of Raleigh. (B) Any member needing assistance relating to a disability must contact TBA no later than 30 days prior to a TBA hosted event. (C) TBA reserves the right to use photos and/or video taken of You, your employees, and agents for publicity purposes.

Triangle Bridal Association and its members acknowledge the need to preserve and encourage fair and professional business practices. As a condition of membership, all members pledge to adhere to the following Code of Professional Ethics:

I pledge myself to honesty and integrity, to pursue my profession and education so that services to my clients shall reflect the highest standards.

I pledge myself to comply with the standards of Triangle Bridal Association. I pledge myself to seek and maintain association with fellow members and others who may become a part of my business and professional life in an honorable and cooperative manner.

I know that my clients rely on my knowledge, experience and recommendations. I pledge not to betray the trust my clients place in me.

Article One

I will accurately represent my qualifications and expertise in all communications.

Article Two

I will act and speak professionally so as to not offend or bring discredit to the wedding services profession.

Article Three

I will be committed to understanding my customers needs.

Article Four

I will communicate clearly with my clients in layman's language what my prices are and what services are included. I will gladly answer questions about those things so that my client is comfortable with what has been ordered.

Article Five

I will maintain the trust of clients and respect the affairs of clients and TBA members who may share information in confidence.

Article Six

I will treat other wedding professionals with courtesy and dignity.

Article Seven

I will provide services in those areas in which I am qualified to serve. When unable or unqualified to fulfill requests for services, I will make every effort to recommend the services of a qualified TBA member.

Article Eight

I will protect the public against fraud or unfair practices and shall attempt to disengage in all practices which bring discredit to the profession.

Article Nine

I will not be party to agreements which unfairly limit or restrain access to the marketplace by any other wedding professional, client or to the public, based on race, creed, color, sex, age, religion, sexual orientation, physical disability or country of origin.