



Corporate Advisory Member Benefits

Demographics of MFA Members

- ◆ **MFA members include:** hospital CEO/CFOs; facility managers/directors; physicians; physical therapists; dietitians; program directors; healthcare business planners and developers; exercise physiologists; rehab specialists; hospital purchasing directors and others with an interest in medical fitness programming and management.
- ◆ **Medical fitness centers purchase:** cardio equipment; strength equipment; computer systems/software; aquatic supplies; sports equipment; children's programs/equipment; heart rate monitors; consulting services (management/sales/architectural design/engineers); lockers; massage equipment; mats; medical supplies & rehab equipment; sound systems; yoga products; marketing products/services; environmental equipment & supplies; logo items; etc.
- ◆ **Medical fitness centers serve more than 3 million members throughout the country and internationally.**

Corporate Advisory Member: refers to any vendor dedicated to supporting the medical fitness industry in an increased capacity.

Advisory Member Benefits

- Assumes a leadership role in the industry & participates on the Advisory Committee composed of the MFA Board, Facility Advisory members, and Corporate Advisory members
- Supports the growth of MFA and the industry through financial support
- Receives "New Member" list with emails/phone numbers monthly **NEW**
- "Meet the Vendor Advisory" email to members **NEW January 2009**
- Complimentary tabletop display at all Regional Workshops (\$250 value)
- Two complimentary registrations to the Annual Conference (\$830 value)
- Complimentary tabletop display at Annual Conference (tabletop displays only available to Advisory members)
- Recognition during Awards Ceremony at Annual Conference
- Complimentary listing on all MFA print material
- Complimentary copies of all publications (\$500 value)
- ¼ Page ad in bimonthly newsletter (\$900 value)
- Ability to place flyer or brochure in all New Member Packets (\$80 value)
- Upon request two complimentary uses of MFA mailing list annually (\$700 value)
- Plus all benefits listed for Regular Vendor members which include: bimonthly e-Newsletter; listing in the yearly MFA Buyers Guide (hard copy mailing to MFA members and website access); member rate to conferences; website listing & web link; opportunity to serve on MFA committees; ability to participate in the Member Advantage Program (MAP)