

THE BENEFITS OF TIA MEMBERSHIP

Individual Members Associate Members Tennis Connect Supporting Members Affiliate Member Participating Partners

TIA Affinity Benefits

TIA Merchant Card Services	•	•	•	•	•	•
TIA Advantage/Shipping/Insurance	•	•	•	•	•	•
Advertising/Media Discounts				•	•	•

WEBSITES (secure research access and industry news)

TennisIndustry.org	•	•	•	•	•	•
TennisConnect.org			•	•	•	•
CardioTennis.com	•	•	•	•	•	•
Partners.CardioTennis.com	•	•	•	•	•	•
TennisIndustryNews.org				•	•	•
GrowingTennis.com	•	•	•	•	•	•
TennisWelcomeCenter.com	•	•	•	•	•	•
Partners.TennisWelcomeCenter.com	•	•	•	•	•	•

RESEARCH

Tennis Health Index

Full Report/Participation	annual				•	•	•
Executive Summary	annual	•	•	•	•	•	•

The Tennis Marketplace

Executive Summary	annual	•	•	•	•	•	•
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Cost of Doing Business Reports

Tennis Retailers	annual		•	•	•	•	•
Tennis Facilities	annual		•	•	•	•	•
Tennis Courts	annual		•	•	•	•	•

Specialty Retail Audit

Full Report-Racquets	quarterly/monthly						•
Full Report-Footwear/Strings	quarterly						•

Retailer Satisfaction & Brand Perception

Full Report-Racquets/Footwear	early/late season						•
Full Report-Strings/Apparel	annual						•

Consumer Reports

Full Report-Racquets/Footwear/Strings/Apparel/Balls	mid-year/year-end						•
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Census Reports

Racquets/Balls/Strings/Racquetball	quarterly						•
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Facilities Database

TWC and CT sponsor offers					•	•	•
U.S. Tennis Facilities					•	•	•
Media/Retailers/Industry Contacts							•

