



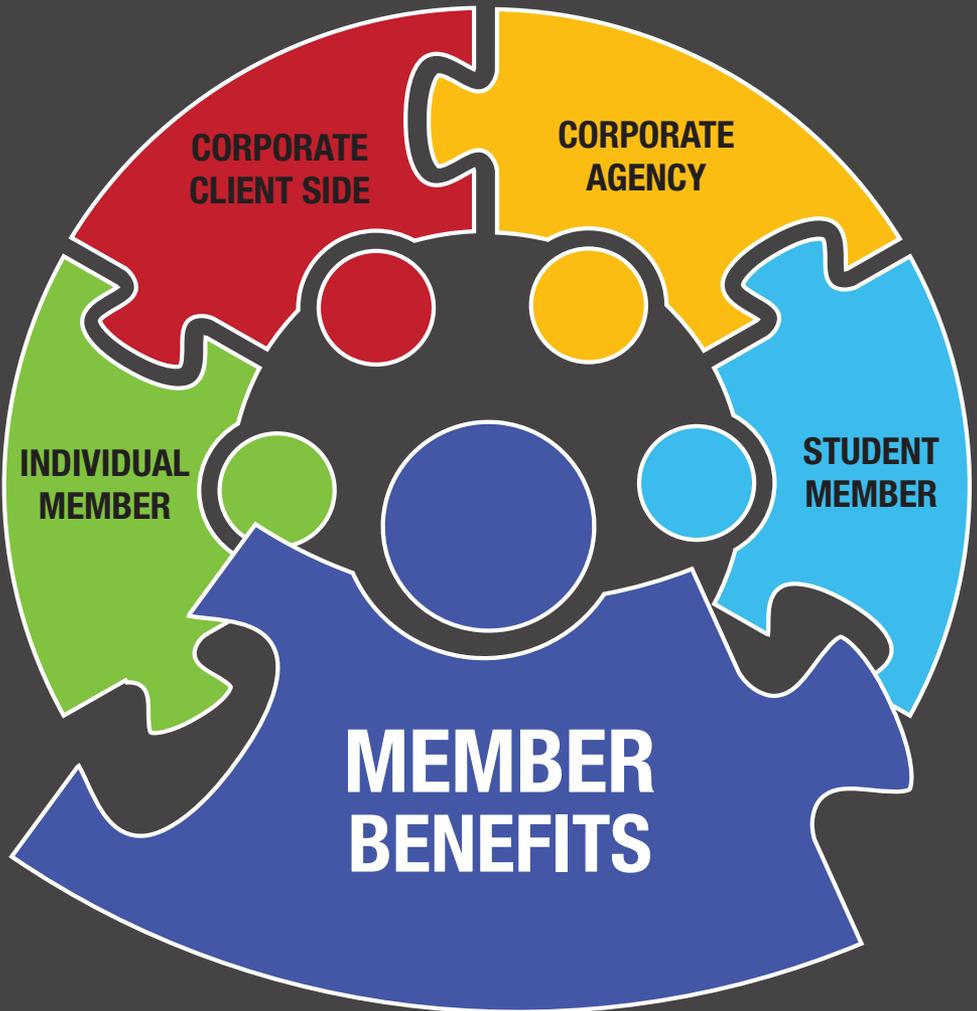
Marketing Research and  
Intelligence Association

L'Association de la recherche  
et de l'intelligence marketing

**2016-17**  
**MEMBERSHIP**

**CAMPAIGN**

[www.mria-arim.ca](http://www.mria-arim.ca)



MRIA is the official voice of market research in Canada, representing over 1,400 market research professionals. Through powerful advocacy and an extensive communications program, our members participate in shaping the future of market research. For over a decade, MRIA has proudly advocated on behalf of, and provided a voice for the market research industry in Canada.

For more information on these benefits, visit [www.mria-arim.ca](http://www.mria-arim.ca) and use the search function for acronyms and section headings.

MRIA recognises the importance of delivering valued products and services to a diverse membership. Everyone in market research benefits from membership in MRIA, including:



Individual professionals working for organizations who buy or execute market research. These members have access to webinars, online content, awards and regional events tailored to the specific needs of research buyers.



Corporate agencies providing market research services, benefit from Standards, and can qualify for Gold Seal status through MRIA's in-depth audit process. Agencies have access to corporate insurance discounts, online content and opportunities to network with peers and clients.



Individual members have access to MRIA's affinity program, extensive networking events across Canada and educational products. This includes multiple pathways to the prestigious Certified Marketing Research Professional designation (CMRP).

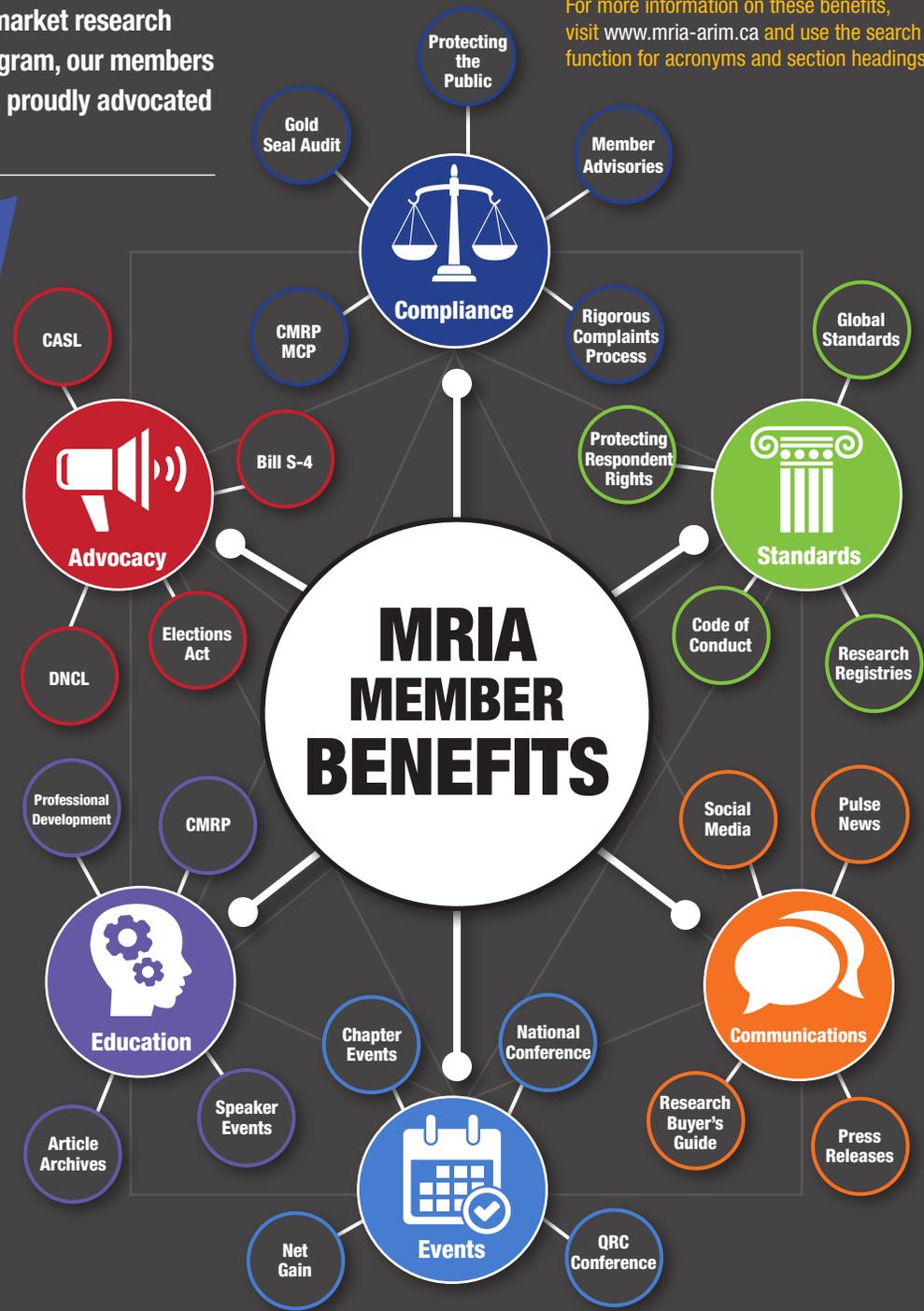


**Free membership** is extended to full time students enrolled in an accredited market research program and students considering a career in market research.

# WHO Belongs to MRIA?

## WE PROMISE OUR MEMBERS QUALITY

in everything MRIA delivers to members – from rigorous standards and advocacy, to relevant professional development, and always best in class events.



# Let's Build It Together

Call us at (416) 642-9793

# NEW AND RENEWING INDIVIDUAL MEMBERS



- Stay connected, get informed, AND save money! **Members receive discounted rates** for professional development, local chapter events, and national conferences.
- **MRIA offers a full roster of volunteer opportunities for members.** Join a chapter, volunteer at an event, or share your knowledge in an industry working group. Be part of the community and make a real difference!
- Recent grad? Just entering the MR industry? Through scaled membership fees and networking opportunities throughout the year, **MRIA provides unique support to our new practitioners.**
- Individual Membership fees start at **\$444.**

# NEW AND RENEWING CORPORATE MEMBERS

- Be part of one united voice to Government. Through membership, **MRIA will continue to advocate on behalf of the MR industry in Canada,** ensuring that legislation does not negatively impact your day-to-day business.
- Showcase your Standards! Apply for Gold Seal certification and let your clients know that when they hire your organization, they can **expect adherence to the highest standards** in the country, every time!
- Train your team at discounted prices! **Corporate members are eligible for substantial savings on all MRIA events** - from special volume discounts to tailored in-house professional development, our team has yours covered.
- Corporate Membership fees are based on annual revenue and start at **\$825.**

## CONTACT US



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- To join and to renew, visit **[www.mriaportal.ca](http://www.mriaportal.ca)**

# Thank you!