

MRIA Fee Restructure

You Asked, We Answered!



For many years now, Corporate Members have asked for changes in the fee structure, asking questions such as:

- ▶ Why can't my employees get member pricing at events if my organization is a corporate member?
- ▶ Why do I have to pick and choose who receives membership in my organization and pay on a per-person basis?
- ▶ Can't the Association make the process easier and more streamlined?

To answer these questions, the Research Agency Council (RAC), a council dedicated to issues specific to the operations of MRIMA's corporate research agencies, performed in-depth research into what other Associations were offering to members. The RAC then devised a simpler, more inclusive fee structure that greatly increases the value to its corporate members.



KEY BENEFITS OF THE NEW FEE STRUCTURE INCLUDE:

- ▶ **Automatic individual membership for all market research related employees of corporate members**
 - Making the benefits of membership accessible to the entire team
 - Member pricing for all events and educational offerings
- ▶ **Access to MRIMA's New Student Resource Center**
 - Connecting you directly with the talent of tomorrow
- ▶ **Free**
 - Job postings
 - RFP postings
 - Research Buyers Guide listings



THE BREAKDOWN OF THE NEW FEE STRUCTURE IS AS FOLLOWS:

- ▶ **Agencies**
 - Additional fee bands have been included to reflect the changing industry conditions
 - Fee based on revenues reported in the 2016 Financial Activity Survey (FAS)
 - Affiliates will be included with the parent company and not billed separately
 - Included in the fee:
 - Corporate membership
 - Individual membership for all market research related employees
 - One listing in the Research Buyer's Guide
 - Unlimited free job postings
 - Unlimited free RFP postings



NEW FEE BANDS

Here are what the new fee bands look like:

New Member Type	Revenue Band	2018 Corporate Fee
MC Agency 1	<\$500,000	\$1,000
MC Agency 2	\$500K-<\$1M	\$2,000
MC Agency 3	\$1M-<\$2.5M	\$3,000
MC Agency 4	\$2.5M-<\$5M	\$4,000
MC Agency 5	\$5M-<\$7.5M	\$5,000
MC Agency 6	\$7.5M-<\$10M	\$10,000
MC Agency 7	\$10M-<\$12.5M	\$12,000
MC Agency 8	\$12.5M-<\$15M	\$15,000
MC Agency 9	\$15M-<\$20M	\$18,000
MC Agency 10	\$20M-<\$30M	\$20,000
MC Agency 11	\$30M-<\$50M	\$25,000
MC Agency 12	\$50M-<\$100M	\$30,000
MC Agency 13	>\$100M	\$45,000

For client members, the changes are as follows:

New Member Type	Number of Individual Members	2018 Corporate Fee
MC Client 1	0 Individuals	\$1,000
MC Client 2	1-4 Individuals	\$2,000
MC Client 3	5-9 Individuals	\$3,000
MC Client 4	10-14 Individuals	\$4,000
MC Client 5	>15 Individuals	\$5,000



And of course, client members will also gain access to free job postings and RFP postings.

For all other member types, the fee structure for 2018 is outlined in the table below:

New Member Type	2018 Membership Fee
Business Supplier	\$1,000
Individual Members (non-corporate)	\$450
New Practitioner/Temporary	\$225
Retired Member	No Fee (new to 2018)
FMRIA	Free
Student Member	Free
CMRP Maintenance Fee	\$25



This new fee structure will enable the MRIMA to continue to offer greater value to its members. If you have any questions or concerns regarding these fee changes, please contact Kara Mitchelmore at kmitchelmore@mria-arim.ca or (416) 642-9793 ext. 8724