

# MAXIMIZE Your Membership with PHTA

## We Know Your Customers



We know them, because they're our customers, too. At the Pool & Hot Tub Alliance, we believe in pushing our members to the leading edge of the industry, and arming them with the knowledge they need to thrive in their business. PHTA produces data-driven studies and information that can take this industry, and our members, to the next level. As a member, you've got access to the important data that can make a difference and propel the growth of this dynamic industry (at a discount).

We're helping our members operate profitably by providing annual market data, to quickly identify all-important growth opportunities.

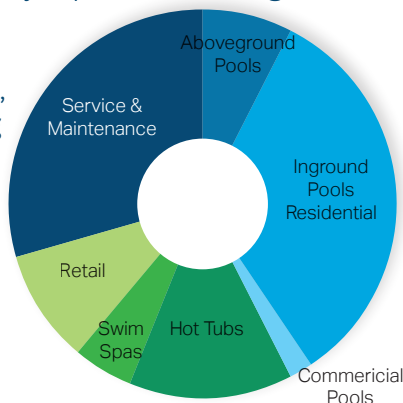
### Enhance Customer Loyalty

When your company engages with PHTA, relationships are forged. We believe in your customers, because your customers are our customers, and we all strive for the same future. Together we can build a bright future that keeps our customers strong, with a competitive edge on quality, production, and sales.

### Reach Decision Makers with Thought Leadership

Let's work together to deliver the latest technical trends, new technologies, quality control, and safety to our customers. We need your industry expertise and insight.

Get involved, and share ideas, while increasing your market exposure.



## Want to Build Relationships with Your Customers?

The most comprehensive way to capture the market of pool and hot tub professionals is here. **Tap into this \$36.5 billion dollar a year industry** through your membership with the Pool & Hot Tub Alliance. With more than 11,000 members worldwide, the Pool & Hot Tub Alliance is the largest trade association for pool and hot tub builders, servicers, and retailers in the marketplace today. We are the source of education and information for companies small and large.

We proactively and positively affect regulatory and legislative outcomes and promote the development and expansion of markets for pool and hot tub products and services.

Join online at [phta.org](http://phta.org) with code **&B0** and take **25% off** your annual membership dues.

**Together we're stronger. Together we are PHTA.**

[phta.org](http://phta.org) | Contact our member services team with questions at 703.838.0083 or [memberservices@phta.org](mailto:memberservices@phta.org)



Special Chapter  
Discount  
**25% OFF**



# Membership Application for Distributor and Manufacturer

## Company Information

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State/Province, Zip, Country \_\_\_\_\_  
 Phone/Fax \_\_\_\_\_ Website \_\_\_\_\_

## Primary Contact

Name \_\_\_\_\_ Email \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Billing Contact \_\_\_\_\_ Billing Contact Email \_\_\_\_\_

## Organization Type and Membership Dues: PROMO CODE 23CHAP25

- Distributor** | Firms who's major (70%) business is the wholesaling of goods manufactured by others. No single customer shall constitute 50% or more of the firm's sales.
- Manufacturer** | Firms manufacturing or fabricating products or components, including complete swimming pool units, spas, and hot tub units.

Check the appropriate box below. Pricing here reflects show special discount. For regular annual dues, after November 18, 2021, visit [phta.org](http://phta.org).

| Annual Sales Revenue<br>(all locations) | Annual Dues<br>25% Off   | Monthly Dues<br>25% Off      | Annual Sales Revenue<br>(all locations)  | Annual Dues<br>25% Off   | Monthly Dues<br>25% Off      |
|---|--------------------------|------------------------------|--|--------------------------|------------------------------|
| <input type="checkbox"/> Under \$2.49 M | \$2,500 <b>\$1,875</b>   | \$208.33 <b>\$156.25</b>     | <input type="checkbox"/> \$75M-\$99.9M   | \$35,000 <b>\$26,250</b> | \$2,916.67 <b>\$2,187.50</b> |
| <input type="checkbox"/> \$2.5-\$4.9M   | \$5,000 <b>\$3,750</b>   | \$416.67 <b>\$312.50</b>     | <input type="checkbox"/> \$100M-\$199.9M | \$45,000 <b>\$33,750</b> | \$3,750.00 <b>\$2,812.50</b> |
| <input type="checkbox"/> \$5M-\$9.9M    | \$10,000 <b>\$7,500</b>  | \$833.33 <b>\$625.00</b>     | <input type="checkbox"/> \$200M-\$399.9M | \$50,000 <b>\$37,500</b> | \$4,166.67 <b>\$3,125.00</b> |
| <input type="checkbox"/> \$10M-\$19.9M  | \$15,000 <b>\$11,250</b> | \$1,250.00 <b>\$937.50</b>   | <input type="checkbox"/> \$400M-\$599.9M | \$60,000 <b>\$45,000</b> | \$5,000.00 <b>\$3,750.00</b> |
| <input type="checkbox"/> \$20M-\$49.9M  | \$20,000 <b>\$15,000</b> | \$1,666.67 <b>\$1,250.00</b> | <input type="checkbox"/> Over \$600M     | \$75,000 <b>\$56,250</b> | \$6,250.00 <b>\$4,687.50</b> |
| <input type="checkbox"/> \$50M-\$74.9M  | \$25,000 <b>\$18,750</b> | \$2,083.33 <b>\$1,562.50</b> |  |                          |                              |

## Additional Contributions

### Help Protect our Industry!

PHTA serves as your voice for legislative matters and advances and protects your right to do business. The need for PHTA's advocacy continues to grow. Please contribute to **Defend**.  \$100  \$250  \$500  \$1,000  Other \_\_\_\_\_

## Payment

I want to pay my annual dues:

- Annually** - payable by check or credit card (one invoice per year)
- Monthly** - must pay by credit card (automatically charged to the credit card on file)

Dues: \$ \_\_\_\_\_  
 Defense Fund Contribution\*: \$ \_\_\_\_\_  
 TOTAL AMOUNT \$ \_\_\_\_\_

\*Defense Fund contributions are included in your first payment-no installments.

- Check enclosed (US Funds) payable to PHTA for TOTAL AMOUNT.

Charge my:  MasterCard  VISA  AMEX  Discover  
 as indicated at TOTAL AMOUNT.

Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Signature \_\_\_\_\_

**Send your application and payment to:** PHTA, 2111 Eisenhower Avenue, Suite 500, Alexandria, VA 22314-4695  
 Credit card applications can be faxed to: (703) 549-0493

Membership is in the name of the company. The membership year runs for 12 consecutive months beginning the month the dues invoice is processed. Questions? Contact PHTA Member Services at [memberservices@PHTA.org](mailto:memberservices@PHTA.org) or call 703.838.0083, ext. 116.

## Member Code of Ethics

I understand that PHTA provides services to the entire pool, spa and hot tub industry and requires membership dues to operate effectively. I affirm that all information provided herein is true and complete and that the membership category selected accurately represents my business. I understand that PHTA occasionally uses third-party information sources to verify dues information provided to the association. I have read the PHTA Code of Ethics outlined on [phta.org/ethics](http://phta.org/ethics) and agree to support the association's efforts to grow the industry. I have read and agree to these terms. By checking this box, I am certifying that I am authorized to sign my organization up for membership in the Pool & Hot Tub Alliance (PHTA). I affirm that my agreement here constitutes an electronic signature and that this signature meets any and all requirements for an original signature.

Name/Date \_\_\_\_\_ Signature Required \_\_\_\_\_