






We would like to invite you to become a member of SATOA. Our organisation is YOUR organisation and offers many marketing and networking opportunities for all Southern Africa & Indian Ocean travel and tourism partners irrespective of size. Formed in 1982, SATOA is a professional association, headquartered in the UK. We pride ourselves on allowing a range of companies to join us. Our main aim is to help you promote tourism to **Southern Africa and the Indian Ocean**. SATOA represents a wide range of expertise - including tour operators, ground handlers, car hire companies, hotel groups, national tourist boards, specialist tour companies, airlines, representation and marketing companies - based within the UK, Southern Africa and Indian Ocean.

### THE BENEFITS OF BEING A SATOA MEMBER INCLUDE -


 **Travel Agent Workshops** are hosted by SATOA each year enabling SATOA members to exhibit and market their products. Held in the best possible catchment areas throughout the UK and throughout the year, each workshop has about 8 exhibitors and attracts around 40 targeted travel agents (workshops cost approximately £420 plus vat). The format of the event ensures quality over quantity to give members the best return on investment.

**Overseas members get their contact details only distributed free of charge. We also offer a brochure distribution service at the cost of £50.00 per workshop, which then entitles you to the database of agents attending the workshop.**


 **Networking events:** Key social networking events take place throughout the year from quiz evenings to braai's (BBQ); this is an opportunity for members to interact with fellow members who share similar goals and may be able to assist with new business opportunities. Many of our existing members feel that this aspect alone has contributed significantly to the success of their organisation, allowing them to establish invaluable links with other industry professionals (there is a cost to attend – Gold Members get 1 free place).

 **Media Alerts:** Our Members benefit from our media alert service advising you of PR opportunities within the UK media. Only relevant opportunities are passed on to the members and the emphasis is on the member to maximize these promotional opportunities.

SATO A also distributes members' press releases to our comprehensive press list, along with displaying these in our Press & Media section on the website. This provides members with a free and convenient method of informing the press of their new developments and stimulates coverage for Southern Africa and the Indian Ocean.

 **SATO A Press Coverage:** Our members gain beneficial advertising rates in certain Magazines. In addition to this, SATOA issues press releases following each event ensuring that we work towards raising the profile of all our members at all times. We also receive a regular column in Selling Long Haul Magazine, which is targeted to the specialist UK Travel Agents.

SATO A will again be looking to hold **Press Lunches** attracting the best industry journalists. With a ratio of 1:1 or 1:2 journalists to SATOA members this provides an excellent opportunity to establish and maintain contacts with high profile publications (cost involved).

 **SATO A Newsletters:** SATOA's regular newsletter is distributed to both members and non-members (including travel agents, tour operators and media) to update them on the latest information on events and news from the SATOA office. We welcome contributions from members whether it is product related, topical or of general interest – we want to know! In addition, you are also entitled to 1 free dedicated newsletter and press release per year. Additional dedicated email blast from £50 (please contact us for further information).



**Website Exposure:** Members receive a free website listing and description of what they offer. This is a valuable marketing tool to increase visibility and exposure to all their members' products, with a direct link to their own website. You can also add NEWS and PRESS RELEASES into the relevant sections on the website and take part in the new interactive BLOG.



**Social Media Pages:** SATOA is on FACEBOOK and TWITTER so we encourage all members and non-members to join up and get interactive – start posting and get networking. Go to <http://twitter.com/SATOA> and <http://www.facebook.com/satoauk>.



**Consumer Shows:** SATOA will once again be looking to attend key consumers shows within the UK market. This will be sent out to members with the option to participate on a sharing stand making it more affordable to all parties. Depending on the interest shown and uptake by members, will determine whether SATOA will exhibit.



**Job Vacancy Postings:** Members looking for someone to fill key positions within the trade are advertised on the website, and distributed to our members database. This gives exposure to both the trade and to consumers / students looking to enter the industry.



**Website Advertising:** Advertising on the website is now available in the form of a banner and a skyscraper. The cost for these is £100 per month each. We also have a design company who can design an advert or banner for you - please enquire directly on [info@satoa.com](mailto:info@satoa.com) if you would like more information.



**Sponsorship Opportunities:** Sponsorship opportunities are also now available: for events, workshops, website, newsletters and bags etc. This will ensure your brand is recognised and seen within the industry and to consumers. Sponsorship costs start at £50. Please contact us directly for more information.



**Affiliation:** As a member of SATOA you can display the SATOA logo on printed materials and give your product recognition throughout the industry. We ask that you please add our logo to your Website with a Link to <http://www.satoa.com>



**The SATOA AGM** is held in July each year giving members an opportunity to 'have their say' in how SATOA is run and elect the new committee.

**For 2010, excellent value for money membership is available in two packages  
with **no administration-joining fee!****

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**Annual Membership Fees for UK - From 1 June 2010:**

**Silver package - £275 plus VAT**

**Gold package - £500 plus VAT**

**OUR Association is YOUR Association.**

For further information and a list of diary events please contact us on

[info@satoa.com](mailto:info@satoa.com) or visit [www.satoa.com](http://www.satoa.com)