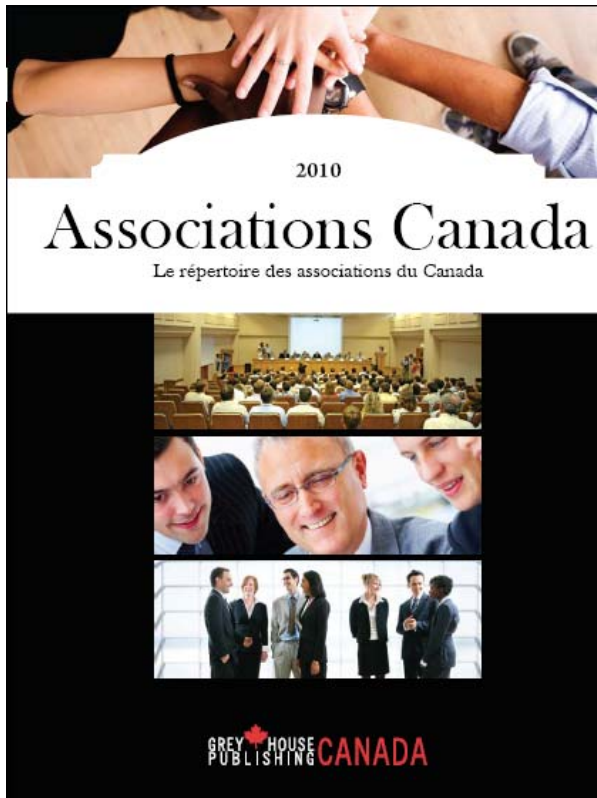


# ASSOCIATIONS CANADA

Associations Canada is the most powerful fact-finder to business, trade, professional and consumer organizations across Canada. Only Associations Canada provides everything you need to access this billion-dollar Canadian market.

## ENHANCEMENTS FOR THIS SPECIAL 31<sup>ST</sup> EDITION OF ASSOCIATIONS CANADA

- \* 84% of listings are updated and verified
- \* 40,000 different updates in all
- \* 811 new associations
- \* 701 publications added throughout
- \* 2,340 executives added to listings and Executive Name Index
- \* 476 meetings added to the Conference Index
- \* 254 associations with facebook/twitter accounts



## GET COMPLETE ACCESS TO THESE HIGHLY LUCRATIVE MARKETS:

### TRAVEL & TOURISM

- Find out who's hosting what event... when and where?
- Check on events three years in advance

### JOURNALISM & MEDIA

- Pure research - What do they do? Who is in charge? What's their budget?
- Use this single source to check all your facts

### BUSINESS

- Target your market, research your interests, compile profiles, and identify membership lists
- Warm-up cold calling with additional background information such as:
  - ▶ Number of Members
  - ▶ Budget
  - ▶ Registered Charity
  - ▶ Staff Size
  - ▶ *plus over 20 other special fields to choose from!*

### ASSOCIATION EXECUTIVES

- Look for strategic alliances with associations of similar interest
- Spot opportunities or conflicts with convention plans

### RESEARCH & GOVERNMENT

- Scan interest groups or identify charities in your area of concern
- Check Web sites, publications and speaker availability
- Evaluate mandates, affiliations and scope

### LIBRARIES

- Refer researchers to the most complete Canadian association reference anywhere

## *Learn how to incorporate a Not-For-Profit-Organization!*

Our most recent enhancement provides valuable information about forming an association, incorporation or registering a charity. This useful section furnishes you with guidelines, key contacts and government agencies you'll need to approach at the federal and provincial levels.

## *Print or Online – Access to all the information you need!*

Available in hardcover print or electronically via the Web, the *Associations Canada* directory provides instant access to the people you need and the facts you're looking for – all in one source. The hard cover issue of *Associations Canada* is updated annually and is considered to be the authoritative source by many industry professionals. The Web version is updated every month to ensure the information you need is current and accurate. The Web version allows you to narrow your search by using index fields such as name or type of organization, subject, location, contact name or title, and postal code.

## *Create your own contact lists!*

Online subscribers also have the option to pay a little more to instantly generate their own contact lists and export them into spreadsheets for further use. A great alternative to high cost list broker services.

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