

# COMPANY MEMBERSHIP BENEFITS

Company members are agencies/providers in the insights space that sell their services.

## WHAT IS THE INSIGHTS ASSOCIATION (IA)?

The Insights Association protects and creates demand for the evolving Insights and Analytics industry by promoting the indisputable role of insights in driving business impact.

Integral to the advancement of all industries, IA members are innovators in software, data analytics, data collection, and market and social research.

They span companies large and small, including Nielsen, Kantar, Ipsos, IQVIA, Concentrix, Edelman, YouGov, GfK, and Material; the insights departments of such major brands as McDonald's, Comcast, Hulu, Eli Lilly, Johnsonville, Bayer, BET Networks, The Travelers Companies, Nestlé Purina; and countless individual practitioners in the insights space.



IA provides essential content and fosters a deep commitment to being a part of the community that advances the Insights industry.

**ALL BENEFITS** are afforded to an unlimited number of your company's employees, regardless of their location in the world.

**GOVERNMENT AFFAIRS ADVOCACY** via a full-time lobbyist to federal and state policymakers helping to ensure an accommodating environment for our industry.

**PROOF OF YOUR COMMITMENT TO QUALITY** through adherence to IA's enforceable Code of Standards and Ethics.

**PROACTIVE COMPLIANCE GUIDANCE** provided through legal alerts, articles, and best practices guidance to help you avoid or limit legal costs.

**LEARN FROM AND EXCHANGE IDEAS WITH PEERS** via our private, members-only online forums.

**LOCAL ENGAGEMENT** through our Chapters, which provide year-round education and networking opportunities across the U.S. and Canada.

**PROFESSIONAL CERTIFICATION (IPC)**, a longstanding and respected industry credential and indicator of one's dedication to the profession.

**SUPERIOR NETWORKING** with corporate researchers and provider company executives at various events.

**A PLATFORM FOR THOUGHT LEADERSHIP** – members are on the inside track to be featured on webinars, write articles for our publications, and to speak at our events.

**AN ADVOCATE FOR DIVERSITY & INCLUSION** – IA's IDEA Council delivers measurement, education, and standards of excellence to address the lack of representation in the insights profession and the population it researches.

**PERSONAL ACCESS TO ON-STAFF PRIVACY & COMPLIANCE EXPERTS** for information on privacy strategies and assistance with drafting company privacy policies; guidance and checklists on legal and regulatory compliance; Code interpretations; model contracts and forms readily adaptable for internal use and to meet client requirements; and insights-specific GDPR resources.

**PEER-TO-PEER LEGAL DISCUSSIONS** at our General Counsel & Privacy Officers Forum.

**OPERATIONAL AND MARKET DIFFERENTIATION** secured via internationally recognized ISO research quality management and information security management certification through our CIRQ subsidiary.

**DISCOUNTED RATES TO ATTEND AND SPONSOR IA EVENTS**

**INCREASED EXPOSURE FOR YOUR BUSINESS** via a listing in our website's List of Corporate Members.

**MARKET DIFFERENTIATION** through use of the IA Company Member logo, signifying your compliance with our Code and support of our advocacy efforts.

**E&O/PROFESSIONAL LIABILITY AND CYBER SECURITY INSURANCE** – discounted premiums and coverage specifically tailored to research and analytics companies.

**CAREER CENTER & JOB FAIRS** – post jobs in our Career Center or present them in person to targeted prospects at a live virtual IA Job Fair.

### MEMBERSHIP DUES

Annual dues are based upon gross annual North American insights/analytics/research revenues, as follows:

2021 Revenue	Dues Amount (US\$)
Under \$250,000	\$550
\$250,000 - \$500,000	\$875
\$501,000 - \$999,999	\$1,215
\$1m - \$1.99m	\$2,440
\$2m - \$4.99m	\$4,300
\$5m - \$9.99m	\$5,990
\$10m - \$24.99m	\$8,450
\$25m - \$49.99m	\$12,885
\$50m - \$99.99m	\$17,500
\$100m - \$199.99m	\$23,450
\$200m - \$499.99m	\$26,700
\$500m - \$999.99m	\$29,950
\$1b and over	\$35,000