



Associate Member Benefits

Membership Strengthens Your Business and Our State Tourism

Why You Should Join:

- **EXPERT COLLABORATION** – Our association’s mission is to support a network of innkeepers dedicated to providing quality guest experiences.
 - Successful collaboration with our associate members is essential to this mission. Give your business the exposure it deserves.
 - BBAM members are committed to supporting our Associate Members because your products and services help us to satisfy our guest’s needs.
- **HIGH QUALITY MARKETING VALUE FOR BUSINESS**
 - **Mississippi Bed & Breakfast Association Annual Directory** – Your business is listed in 10,000 4-Color directories sent to all the MS Welcome Centers, over 50 member B&Bs and to all visitor requests.
 - **BBAM Website** – Your business is given valuable web presence and high quality links to your website. The BBAM website appears #1 in Organic Web Searches. Preferred associate members receive greater marketing exposure than general associate memberships. Your company and the products and services you provide are listed in the B&B Members Section of the BBAM website www.missbab.com, with links to your website and contact information.
 - **Advertise Your Products** – Market on the BBAM Website and directly to our B&B members. Associate Members have access to all association resources, including membership lists.
 - **Marketing & Promotional Projects** – BBAM promotes your business products & services to our B&B members by offering your participation in various special marketing programs throughout the year. Examples of this include cross-marketing opportunities to our B&B members, community fund raisers, travel writer promotions, social media and more.
 - **Membership Levels** – Preferred Associate Membership (\$299/yr) affords greater opportunities for recognition and marketing exposure over a General Associate Membership (\$199/yr), including BBAM Website exposure, BBAM Annual Directory, Conference Recognition and Sponsorship opportunities.
- **NETWORK WITH THE BEST OF OUR INDUSTRY**– Associate with B&Bs, Associates and Tourism Partners
 - **E-Newsletter** – Receive our BBAM newsletter with highlights of "What's New or Current Issues" in our Industry, Tourism in Mississippi, our Regions, Our Cities and our Bed and Breakfasts. Coming opportunity to advertise and promote specials.
 - **Annual Conference** – Opportunity to market to our member B&Bs at the annual conference.
 - **Association Manager** – Maybelle Beasley, Association Manager, represents our association at State events, helps answer member questions & solve problems, and leads planning for our events.
 - **Aspiring Innkeeper Workshops** – Opportunity to have your products & services introduced to new and interested innkeepers in our annual Aspiring Innkeeper Workshops.
 - **Lessons Learned Exchanges** – Opportunity to help resolve issues facing member B&Bs at meetings, in newsletters and online.
 - **Mentoring for New Members** – Opportunity to help educate new members to innkeeping issues and solutions.

- **OPERATIONAL BENEFITS** – As an Associate Member you receive:
 - **Annual Buyers Guide** – B&B members receive an annual buyer’s guide encouraging them to support BBAM Associate Members. As an Associate Member you will receive referrals from the BBAM office on any relevant product or service inquiries.
 - **Association Endorsement** – As a Preferred Vendor interested in helping B&B Members benefit from your products & services.
 - **New Innkeeper Notification** – You will receive the name and contact information of new members joining BBAM.
 - **Membership Notification** – As a new associate member, your name and company information will be distributed to our members.
 - **Discounted Annual Conference Fees** – Discount given on conference rates to Associate Members.
- **GOVERNMENTAL REPRESENTATION** – BBAM partners with Mississippi Development Agency (MDA) and Mississippi Tourism Association (MTA) to monitor and track proposed laws and regulations affecting our members and the tourism industry and represent our views at the Regional, State and National level.
- **NATIONAL AFFILIATION** – BBAM is affiliated with the Professional Association of International Innkeepers (PAII) and Association of Independent Hospitality Professionals (AIHP) and encourages all our members to be involved on the state and national level to strengthen our voice.