

IFWTWA

MEMBERSHIP BENEFITS

Members have the opportunity to experience a broad range of benefits:

Annual Professional Development Conference

Official Press Card

Embossed heavy-duty plastic ID card, identifies you as a member of the Press.

Association Member Profile

Showcase yourself with your bio, links to your website(s), books and clips. You keep it up-to-date, so it represents your current accomplishments.

IFWTWA Online Magazine *Global Writes*

This online magazine showcases our members' articles and automatically updates to your public profile. This is an excellent resource for writers seeking publishing and byline opportunities. PLEASE NOTE submission to Global Writes is limited to our Regular Members only.

Press Pass (*members-only monthly newsletter*)

Each issue is packed with Association news, upcoming press trips, markets looking for writers, contests, story opportunities, and new member information. Many writers get assignments from *Press Pass*, and use it to announce to peers and to the public relations community attainments such as new books out, awards, and recognition.

Media Trips/Press Trips

IFWTWA offers members 2 - 4 IFWTWA-organized press trips each year. Hosts determine acceptance for press trips. Additional press trip opportunities are announced to members via email.

Regional Membership Directors (RMDs)

RMDs coordinate regional networking opportunities

and act as liaisons to assist members and prospective members.

Membership Referral Credit

When you refer new members who list your name on their application, your dues for the following year will reflect a one-time credit of \$20 for each new member referred by you.

Social Media Networking:

LinkedIn, Facebook, Tripatini and Twitter

These groups are open to both members and non-members so they can see what we're about and build our online presence. We have many PR group members, making it a great place to network and discover opportunities.

YouTube Video Channel

After members upload their food, wine or travel video to their own YouTube Channel, they can request that it be added to the IFWTWA YouTube Channel as well, increasing exposure (views) for participating members.

Partnerships and Discounts

Food4Media.com and TravMedia.com

Our press releases are published to their databases of over 10,000 journalists, and they send a press release when new stories post on Global Writes, increasing exposure for members who submit articles to GW.

Travel4Press.com (*Members Only sign-in page*)

Designed to meet the needs of the professional travel writer, Travel4Press offers free, fast and easy access to all the latest travel news sources. We have an additional feature for IFWTWA Journalist Members & Associates.

Medjet Reduced Rates

IFWTWA members from the U.S., Canada or Mexico receive reduced Medjet annual and multi-year membership rates 28-30% off its baseline. Short-term membership can also be purchased. The annual rate for an individual under 75 is \$185 - \$285 for a family. Extended-stay (Expatriate) membership is

available when traveling outside your home country for more than 90 consecutive days.

Hertz Auto Rentals Discount

Members receive a discount of 15% off of the best available rate on car rentals through Hertz.

Associate Members

In addition to those benefits listed above, Associate Members enjoy these *additional* benefits:

Press Page

We have media rates in our online press kit with a reduced, reasonable rate for Associate Members. The data for our website page views are updated daily in our online press kit under "About Us."

Promotion Opportunities

- Have any new story angles, press trips, or new clients announced in our monthly newsletter.
- Link to your site from ours on our links page.
- Our Executive Director will send out an e-mail blast every couple of months announcing to all of our members what is happening in your area—advising them of new story opportunities.
- Network with our Regular Members online and at our annual conference or on our media trips.
- Participate in our professional development.
- We will work with you to arrange media trips or regional luncheons.
- Access to all of our members, public and private.

Dues and Fees:

There is a **one-time \$50 initiation fee** for all Membership applications, plus the first year's dues, payable upon submission of application.

Annual Dues:

Regular Member:	\$150 annually
Associate Member:	\$235 annually
Student Member:	\$ 85 annually

You can use our online application or print it and mail it. Regular/Student members must pay online via PayPal, Associate members may pay by PayPal, or check/money order.

All applications, code of ethics, and requirements for membership can be found at www.ifwtwa.org.

Membership in the IFWTWA

is open to individual journalists actively publishing or broadcasting in the food, wine and/or travel industries, and university level students pursuing studies in related fields, as well as individual representatives of organizations within the tourism and hospitality industries.

Regular Membership eligibility:

Writers, editors, broadcasters, bloggers or photographers who are the designated editor or broadcaster for a publication, website, blog or TV/ radio station; **or** write, publish, broadcast, blog or photograph professionally in a staff or freelance capacity to an extent that satisfies the IFWTWA Board of Directors. Regular members may NOT be public relations professionals or those who write about clients.

Applicants for Regular membership are required to provide samples (clips or links) to their most recent articles, photographs, broadcasts, books, blog posts, etc. The current requirements are specified on the Application.

Student Member eligibility:

A person who is enrolled in the study of journalism, hospitality, communications, culinary sciences and/or enology, writing, or broadcast media in an institution of higher learning accredited by the country of its address. The application for this class of membership requires evidence of student status and course of study.

Associate Membership eligibility:

Professionals active in the food, wine or travel industries, including hotels, hospitality, public relations, CVBs, Tourist Boards, and more.

The Member is the business or organization, and may change its designated representative as needed.

About the International Food, Wine and Travel Writers Association

In 1956 a group of prominent Frenchmen started rating restaurants. This small group, along with an American, conceptualized an international version of their organization.

It became the International Food Wine & Travel Writers Association, when formally created as a non-profit organization in California in 1981.

The IFWTWA is a gathering point and resource base for a global network of members, composed of both journalists who cover the hospitality and lifestyle fields as well as other professionals engaged in the food, wine and travel industries, including professionals in culinary arts and sciences, the wine growing and production industry, and in the hotel and hospitality management industries.

As a non-profit organization, we continually strive to keep adding benefits and to stay current. We welcome feedback, participation, and committee involvement from all members.

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