



TennisConnect Members receive: Annual Dues: \$395, \$695, or \$995

1. Tennis Marketplace Reports (Annual) Description: executive summary of all TIA research and market intelligence reports. Each report includes an overview from our tennis participations, consumer report, specialty retail audit, dealer trends and census reports. Issue: bi-annual (mid-year & year-end) size: avg. 12-16 pages each report

2. Executive Summary of the Tennis Health Index:

Description: executive summary of the full report conducted annually on Tennis Participation trends by the USTA & TIA along with player profiles and demographics - over 25,000 interviews

3. Cost of Doing Business Report - Facility & Retailer:

- o Comprehensive study of operational data for tennis retailers. Data presented where possible by region and type of store (pro shop, specialty store)
- o Range of revenue expectations (mean, upper, lower quartile)
- o Range of expenditure (mean, upper, lower quartile)
- o Amount of floor/wall space allocated to racquets, footwear, apparel, accessories.
- o Business ratios:
 - Revenue per square foot
 - Revenue split for racquets, footwear, apparel, strings, stringing, accessories
 - % of gross revenue spent on: rent, utilities, salaries/wages, insurance, repairs and Maintenance
 - Stock turns by product group
- o Capital expenditure plans
- o Pay structure for staff (employed, contract, hourly etc)

4. Overview of Dealer Trend Surveys (early season / late season)

- o Sales change trends
- o Dealer Predictions of Sales Change
- o Confidence Index by Brand
- o Topical questions

5. Overview of Consumer Surveys (twice a year):

- o Sales change trends
- o Playing habits
- o Frequent player profile
- o Purchase behavior
- o Brand consideration sets by product group
- o Key trends

6. Overview of Retail Audit (quarterly):

- o Sales change trends
- o Topline results by quarter - units, dollars, average price
- o Best selling models
- o Year to date dollar brand share

7. TennisConnect.org - The Industry Leading Software for Tennis Facilities

- o Website Editor
- o Online Court Booking (included in the TennisConnect Facility and Versions)
- o Member Matching
- o eCalendar
- o Group email engine
- o Online Catalog, Demo Racquet Center, and String Center (included in the Retailer Version)



117 Executive Center, Hilton Head Island, SC 29928
Tel: 843-686-3036 Fax: 843-686-3078

TennisConnect Membership Application

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Company Web: _____

Annual Dues: ___ \$995 (Retailer) ___ \$695 (Facility) ___ \$395 (Standard)

Initial set up fee of \$150 will be billed separately for Facility and Standard
Initial set up fee of \$300 will be billed separately for Retailer

Please mail check with this form or fax credit card info to: 843.686.3078

Payment Method: ___ Check Enclosed Credit Card: ___ (if quarterly, credit card required)

Credit Card Number: _____

Expiration Date: _____ **CSV #:** _____ **Card Type:** _____

Signature: _____

To authorize the Tennis Industry Association, (TIA) to debit my credit card annually for Membership please sign below.

Signature: _____