



### **Membership Benefits Comparison**

Do you wonder which level of **iaedp**<sup>™</sup> membership or sponsorship will be the best for you? These comparison tables are designed to help you make the best decision possible. Please contact us if you have any additional questions. Or you may email us as [iaedpmembers@earthlink.net](mailto:iaedpmembers@earthlink.net).

*iaedp*<sup>™</sup> is a 501c3 Non profit organization- [www.iaedp.com](http://www.iaedp.com)

### iaedp™ Membership Benefits Table

Membership Category	Online Directory Listing	iaedp Website Listing	Website Link	Complimentary Memberships	Letterhead Listing	Newsletter Listing (send to approx 2500 1X ea week)	Newsletter Link (send to approx 2500 1X ea week)
Student (\$75)	✓	✓ Directory		Reduced Fees			
Retired (\$75)	✓	✓ Directory		Reduced Fees			
Individual (\$195)	✓	✓ Directory	✓ Directory	Reduced Conference Fees			
Academic (\$250) <i>qualified institutions of higher learning</i>	✓	✓		✓ (2)			
Organizational (\$1500)	✓	✓		✓ (3)		✓	
Conference Sponsor (\$5000)		✓					
Presidents Council (\$10,000)	✓	✓	✓	✓ (3)	✓ (National Office Only)	✓	✓

### iaedp™ Conference Promotion Benefits

	Symposium Mailings Recognition	Virtual Exhibit Hall Link	Exhibit Booth Included	Complimentary Registrations	Symposium Program Book Listing	Symposium Mailing List Usage	Membership Mailing List Usage	Inserts in Program Bag	Podium Recognition
Exhibitor (\$1750 min)		✓ (3 <sup>rd</sup> position as recd)	✓	✓ (1 included)	✓				
Organizational Members							✓ (1 X yr - your state only)		
Conference Sponsors \$5000	✓ (second position under PC)	✓ (second position under PC)	✓ (single/ second position choice)	✓ (2)	✓ (second position)				✓

Presidents Council (included in \$10,000 yr fee)	✓ (top listing)	✓ (top listing)	✓ (single/first position choice)	✓ (3)	✓ (first position)	✓ (1x – 45 days after conference)	✓ Entire mailing list 2X year	✓ (2)	✓
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### How Effective is the Inside iaedp E-Newsletter?

iaedp™ uses a double opt-in method for its e-newsletter distribution. Current subscriptions number is approximately 2550 eating disorders professionals who receive at least 1 email a week and more during conference promotion period. We use an online provider to create and distribute our newsletter. We have compared our e-newsletter based on research our service provider analyzing over 300 million emails sent by their customers represented in 31 categories of businesses. iaedp's sample size is 353746 . Here is the comparison:

Business Type	Open Rate	Click Rate	Bounce Rate	iaedp open rate	iaedp click rate	iaedp bounce rate
Association	18.5%	6.1%	11%	26.8%	16.1%	4.9%
Education and Services	18.6%	5.9%	15.1%	26.8%	16.1%	4.9%
Marketing/PR	11.0%	6.4%	13.5%	26.8%	16.1%	4.9%
Non-profit	20.0%	5.9%	12.3%	26.8%	16.1%	4.9%
Other	17.7%	5.4%	17.8%	26.8%	16.1%	4.9%

Data source: Constant Contact, April 12, 2011

Bounces are % emails sent but not received - Open Rate is the number of opened emails divided by the number of emails delivered - Click Rate is the numbers of click-throughs divided by the number opened

iaedp™ does not sell its email list

#### ***What does it all mean?***

***High open rates*** indicate the email content is desirable and of interest to the readers

***High click rates*** indicate the reader is specifically interested in the links included in the email

***Low bounce rates*** indicate the list is target specific with accurate

#### **iaedp Mission:**

**To promote a high level of professionalism among practitioners who treat those suffering from eating disorders by promoting ethical and professional standards, offering education and training in the field, certifying those who have met prescribed requirements, promoting public and professional awareness of eating disorders and assisting in prevention efforts.**