1. **Protect**

Through rigorous advocacy and with your support, we work hard to foster a fair and robust business environment.

2. **Connect**

Your involvement in our community helps us create a culture of learning and promotes valued relationships making us stronger as a whole.

3. **Affect**

Together, we influence integrity, allowing for the vitality and continued growth and success of our industry.

LEARN MORE AT ARDA.ORG/MEMBERSHIP
The American Resort Development Association (ARDA) is the Washington, DC-based trade association representing the vacation ownership and resort development industries (timeshare). With over 500 corporate members and 5,000-plus engaged associates, ARDA members hail from privately held firms to publicly traded corporations with experience, interest and leadership in shared ownership and leisure real estate. Developers, exchange companies, vacation clubs, resort management companies, homeowner’s associations, professional partners, vendors, suppliers, and consultants—as well as owners, through the ARDA Resort Owners Coalition (ARDA-ROC)—all experience ARDA.
ARDA SERVES AS THE VOICE OF THE INDUSTRY THROUGH RIGOROUS ADVOCACY AND PASSIONATE LEADERSHIP.

PROTECT

"Bluegreen Vacation, values our membership in ARDA and is proud of the collaboration we have with their Federal and State Affairs teams. Their efforts are crucial to the protection of our members’ rights, the advancement of our industry, and the growth and success of our business."

Jorge de la Osa, EVP, Chief Legal and Compliance Officer, General Counsel, Bluegreen Vacations

CONNECT

"My team and I have always found the member community along with the ARDA staff to be highly engaged and committed to delivering a valuable experience to all industry stakeholders. Together we share ideas and network through events, leadership programs, educational sessions and committee connections. This collaboration and expertise grows our business, supports the industry and keep our insights relevant."

Amy Bellman, Vice President, Fidelity National Timeshare

AFFECT

"ARDA’s International Foundation (AIF) provides research, business intelligence and market studies that deliver necessary and beneficial material and data to the industry. Our team values this information; its accuracy and timeliness benefits our organization with strategic planning and offers partners and stakeholders ongoing learning."

Frank Goeckel, SVP, Wyndham Destinations
ARDA BENEFITS & PRIVILEGES

ARDA corporate membership offers exclusive member benefits and privileges with an annual dues package. Select your membership category based upon your core business; fees vary and are available for review on the website at www.arda.org. For our most committed members, take advantage of our highest VIP offerings: the Trustee and/or Chairman's League designation.

JOIN ARDA

- Dedicate your support to advancement and health of the industry
- Access and influence the timeshare community
- Connect and collaborate with leaders, innovators, competitors, and peers
- Commit to timeshare excellence and ethical practices
- Invest in market intelligence, knowledge, and professional development

HOW DOES ARDA PUT YOU AT THE FOREFRONT OF THE INDUSTRY?

- Legislative advocacy at the national, state, and local levels;
- Targeted networking opportunities with industry peers and colleagues at global, national and regional conferences;
- Professional development and education, current research and market intelligence, professional designations, webinars, and publications;
- Increased recognition through VIP membership opportunities;
- Relevant timeshare industry news and trends through Developments magazine;
- Volunteering and serving on committees, councils, and task forces;
- Ability to promote your products and services through advertising, digital marketing and sponsorship opportunities.
FALL CONFERENCE

Our annual November event that gathers senior executives, professionals, and thought-leaders from independent and branded organizations to focus on economic and political issues for three days in Washington, DC. The program includes a close look at current affairs and issues facing the industry, as well as Committee/Council meetings, social functions, keynote addresses, and state of the industry updates.

REGIONAL MEETINGS

Held throughout the year, members enjoy our regional meetings for their convenient locations and business-friendly, dynamic group atmosphere. With active chapters across the country, regional meetings are a great way to have national issues brought to a more intimate setting of networking and business planning, while looking at opportunities specific to the vacation ownership industry.
TRUSTEE RETREAT

The ARDA Trustee Retreat is a private, two-day invitation-only business meeting for ARDA’s VIP Trustee members. This conference focuses upon our current business environment and thought leadership. ARDA VIP Trustee members represent the vacation ownership industry’s premier executives and decision-makers.

PRIVATE EVENTS

Throughout the year, The Legislative Policy Council, ROC and AIF host events around the country in support of issues that drive our business. These events provide a robust platform for knowledge-sharing and networking, and also provide a platform to educate regulators, legislators, and policymakers on the timeshare industry.

ARDA WIN AND TYPG

ARDA-WIN and The Young Professionals Group aim to advocate, educate, and connect volunteers by fostering personal and professional growth through a core focus on inclusion, mentoring, and philanthropy throughout the industry. Connect with other like-minded professionals via meetings and events, while supporting and helping to foster education and various philanthropic initiatives.
ARDA SPONSORSHIPS OFFER HIGH VISIBILITY OPPORTUNITIES FOCUSED DIRECTLY AT YOUR TARGET AUDIENCE. INNOVATE, INFLUENCE AND PARTICIPATE BY SPONSORING AN ARDA PROGRAM OR EVENT.

SIGNATURE SPONSORSHIPS

PATRON SPONSORSHIPS

FRIEND OF EVENT SPONSORSHIPS

CALL OUR MEMBERSHIP TEAM AT 202-371-6700, FOR RATES AND AVAILABILITY, OR VISIT OUR SPONSORSHIP PACKAGE DETAILED OFFERINGS AT ARDA.ORG.
EVENT SPONSORSHIP

- Access key decision-makers and business peers to amplify your message and promote your business, products, and services
- Connect, engage, and network to maximize relationships, showcase your brand and build professional credibility
- Lead, innovate, and demonstrate industry contribution and support

ARDA Event sponsorships are available at ARDA World, Fall Conference, Regional Meetings, Trustee Retreat, and other special invitational events. These individual and combined packages offer the highest visibility opportunities focused on your target audience. ARDA sponsorships are notable for their success in recognizing and branding industry leaders and building business opportunities.

Demonstrate your commitment to the industry—position your business and contribute to ARDA educational programs, meetings, and activities. Sponsor and showcase! ARDA offers sponsors exclusive benefits and customized packages for optimal visibility with different pricing options, benefits, and exposure for your selected package. Custom partner packages are available.

BENEFITS AT A GLANCE

AFFILIATION & ACCESS:

Passion and commitment to our industry guides our mission to ensure the strictest ethics, the highest standards and superior vacation products.

Your organization may use the ARDA Member Logo and brand marks for communications purposes.

Up to 100 printed copies of Developments Magazine and unlimited digital copies are available to registered team members.

Marketing assets, including infographics, content-rich websites and social media are readily available.

Regulatory Highlights will keep you informed of lobbying efforts, policy impact and legislative agendas.

Members receive access to the ARDA International Foundation’s critical research, reports and studies, including the State of the Industry study.

VISIBILITY & INFLUENCE:

Enjoy different levels of access, eligibility and priority, as well as discounted rates for events, conventions, advertising, and so much more.

Our digital member directory, my.ARDA.org, offers several listing formats to display your company details and associate profiles.

VIP Members enjoy C-level networking opportunities, private VIP Lounge access and invitation only events.

Explore opportunities to serve on an array of influential boards, committees, task forces and advisory panels.

Contribute to Developments Magazine to increase your visibility or be invited to moderate or speak to an audience of industry leaders.

Build your brand through sponsorship at key events. Advertise in Developments Magazine. Join our Market Directory and Market Mover site.
DEVELOPMENTS MAGAZINE

The Timeshare Industry Publication
Developments magazine is the "voice of the timeshare industry" and speaks not only to the industry but also for the industry. Not only members, but legislators, regulators, academics, financial analysts, affiliate organizations, and the media find stakeholder value.

In each issue, you will find insightful articles on matters that directly affect you, your profession, your growth, and ultimately, your bottom line. The magazine is a forum for the industry to express ideas and opportunities and to address constant change. Trends, economic impact studies, owner satisfaction data, and comprehensive industry information is delivered to Wall Street, our members, and stakeholders around the globe. Together we educate, innovate, and improve business practices that serve our industry, our members, and our owners.

2020 EDITORIAL CALENDAR

FEBRUARY: 2020 Business Strategy & Outlook
- Feature Story Pitches Due - Nov. 1, 2019
- Articles Due to Editor - Dec. 13, 2019
- Ad Close - Dec. 16, 2019
- Artwork Due - Dec. 31, 2019

APRIL: ARDA World Preview
- Feature Story Pitches Due - Jan. 1, 2020
- Articles Due to Editor - Feb. 14, 2020
- Ad Close - Feb. 18, 2020
- Artwork Due - March 3, 2020

MAY: Sales & Marketing (ARDA World Edition)
- Feature Story Pitches Due - Feb. 1, 2020
- Articles Due to Editor - March 10, 2020
- Ad Close - March 12, 2020
- Artwork Due - March 26, 2020

JULY: Industry Trends & ARDA World Wrap Up
- Feature Story Pitches Due - April 1, 2020
- Articles Due to Editor - May 15, 2020
- Ad Close - May 18, 2020
- Artwork Due - June 6, 2020

AUGUST: Resort Development & Design
- Feature Story Pitches Due - May 1, 2020
- Articles Due to Editor - June 16, 2020
- Ad Close - June 18, 2020
- Artwork Due - July 2, 2020

NOVEMBER: Technology / Innovation
- Feature Story Pitches Due - Aug. 1, 2020
- Articles Due to Editor - Sept. 16, 2020
- Ad Close - Sept. 21, 2020
- Artwork Due - Oct. 10, 2020
ADVERTISING DETAILS

Why Developments?
It’s a cost-effective, brand-efficient way to reach industry leaders. Here are just a few other inside specs about vacation ownership’s leading magazine, Developments:

Brand-building
Timeshare member and customers who identify with and recognize a brand are more likely to purchase its products and services.

Content
Developments reports on news and tracks trends around the vacation ownership industry today—the development, financing, marketing, and management of timeshare vacation ownership resorts, mixed-use projects, and more. Articles cover products, services, and technology of interest to the industry; activities of prominent individuals and companies; environmental and operational issues of property management and development; and member profiles and informative discussions with leaders on a broad spectrum of topics relating to the fastest-growing segment of the hospitality industry.

Editorial for Decision-makers
Material is written by timeshare industry leaders for timeshare industry leaders. Columns and articles come from peer-selected association members and business experts.

Comprehensive Market-share
ARDA membership consists of 85% of the domestic timeshare industry. Deliver your message to the vast majority of the timeshare industry!

SEE ARDA.ORG/ADVERTISE FOR FULL DETAILS ON SUBMISSION GUIDELINES, RATES AND SPECS, SIZE/DIMENSIONS, AND MORE.

MAKE A DIGITAL CONNECTION TO THE INDUSTRY BY ADVERTISING IN DIGI DEVELOPMENTS.
ARDA INTERNATIONAL FOUNDATION - AIF

The ARDA International Foundation (AIF) began in 1982 as the International Foundation for Timeshare (ITF) to fulfill the research needs of the fast-evolving timeshare industry. In 1997, it was restructured as a 501(c)(3) organization and acquired its current name. Today, AIF continues to meet the industry’s research, market intelligence, and education needs, which include identifying consistent and ongoing benchmarks, expanding research, analyzing technological changes and impacts, and enhancing the public’s knowledge of the timeshare industry. See www.arda.org/foundation/ and www.aifeducates.org for more details on programs, research, education, and more.

The ARDA International Foundation mission is to be the shared vacation ownership industry’s information resource; this is accomplished through the conduct and distribution of relevant research and by providing education resources.

ARDA-ROC

The ARDA-Resort Owners’ Coalition (ARDA-ROC) is an alliance of one million-plus timeshare owners, developers and managers who advocate for public policy positions that protect the interests of individual timeshare owners, preserve the integrity of vacation products, and enhance the vacation purchase.

Collectively, timeshare owners all across the country voluntarily contribute between $3 and $10 each year. With unity, comes strength! Since 1989, these resources have enabled ARDA-ROC to unite owners in support of legislative and regulatory policies that enable the timeshare industry to continue to provide high quality vacation products that remain accessible and affordable to consumers.

ARDA RESOURCES

THE COALITION FOR RESPONSIBLE EXIT

The ARDA-Resort Owners’ Coalition (ARDA-ROC) is an alliance of one million-plus timeshare owners, developers and managers who advocate for public policy positions that protect the interests of individual timeshare owners, preserve the integrity of vacation products, and enhance the vacation purchase.

Collectively, timeshare owners all across the country voluntarily contribute between $3 and $10 each year. With unity, comes strength! Since 1989, these resources have enabled ARDA-ROC to unite owners in support of legislative and regulatory policies that enable the timeshare industry to continue to provide high quality vacation products that remain accessible and affordable to consumers.

ADVOCACY & EDUCATION

ARDA REGULATORY OUTREACH

State & Federal Government Affairs

The ARDA Government Affairs team has a strong record of successfully advocating on behalf of policies, allowing for the vitality and continued growth of the industry while protecting the vacation ownership experience. With the support of volunteer leadership, Government Affairs works with legislators and regulators at all levels to educate policy-makers and ensure fair treatment across the broad range of issues that impact the industry. Member advocacy is provided in many ways.

LPC MEMBERS INCLUDE

Current Council Members

FOUNDER LEVEL

LEADER LEVEL

ADVISOR LEVEL

ADVOCACY IS AT THE HEART OF ARDA’S MISSION.

The State and Federal Government Affairs team pro-actively represents, protects, and grows the industry with its rigorous efforts and positive focus.

ARDA AFFILIATES

ARDA International Foundation - AIF

The ARDA International Foundation (AIF) began in 1982 as the International Foundation for Timeshare (ITF) to fulfill the research needs of the fast-evolving timeshare industry. In 1997, it was restructured as a 501(c)(3) organization and acquired its current name. Today, AIF continues to meet the industry’s research, market intelligence, and education needs, which include identifying consistent and ongoing benchmarks, expanding research, analyzing technological changes and impacts, and enhancing the public’s knowledge of the timeshare industry. See www.arda.org/foundation/ and www.aifeducates.org for more details on programs, research, education, and more.

The ARDA International Foundation mission is to be the shared vacation ownership industry’s information resource; this is accomplished through the conduct and distribution of relevant research and by providing education resources.

ARDA-ROC

The ARDA-Resort Owners’ Coalition (ARDA-ROC) is an alliance of one million-plus timeshare owners, developers and managers who advocate for public policy positions that protect the interests of individual timeshare owners, preserve the integrity of vacation products, and enhance the vacation purchase.

Collectively, timeshare owners all across the country voluntarily contribute between $3 and $10 each year. With unity, comes strength! Since 1989, these resources have enabled ARDA-ROC to unite owners in support of legislative and regulatory policies that enable the timeshare industry to continue to provide high quality vacation products that remain accessible and affordable to consumers.

While timeshare owners and the industry are already an active and engaged audience, the website—www.arda-roc.org—enables timeshare owners to access the most up-to-date information on local, state and federal policies and legislation affecting timeshare owners and consumers. ARDA-ROC staff and owners have worked effectively to enact, amend or defeat legislation in more than 20 states on countless tax, consumer protection and owners’ association issues—and will continue to do so.

Also, want to learn more about timeshare in general as the better way to vacation?

Go to www.vacationbetter.org and see various FAQs, testimonies, destinations, travel campaigns, and much more!

ARDA RESOURCES

THE COALITION FOR RESPONSIBLE EXIT

The Coalition for Responsible Exit (the Coalition), is dedicated to providing useful information for owners who are looking to safely sell, modify, cancel or exit their timeshare. The Coalition was established by the American Resort Development Association (ARDA) in partnership with timeshare developers, the leading exchange companies, RCI and Interval International, and ARDA Resort Owners’ Coalition (ARDA-ROC). The members of the Coalition have committed to offering easy-to-follow information, clear processes, and consultation with timeshare owners based on their unique situation.
ARDA REGULATORY OUTREACH

State & Federal Government Affairs
The ARDA Government Affairs team has a strong record of successfully advocating on behalf of policies, allowing for the vitality and continued growth of the industry while protecting the vacation ownership experience. With the support of volunteer leadership, Government Affairs works with legislators and regulators at all levels to educate policy-makers and ensure fair treatment across the broad range of issues that impact the industry. Member advocacy is provided in many ways.

LPC MEMBERS INCLUDE
Current Council Members

FOUNDER LEVEL

LEADER LEVEL

ADVISOR LEVEL

ADVOCACY IS AT THE HEART OF ARDA’S MISSION.
THE STATE AND FEDERAL GOVERNMENT AFFAIRS TEAM PRO-ACTIVELY REPRESENTS, PROTECTS, AND GROWS THE INDUSTRY WITH ITS RIGOROUS EFFORTS AND POSITIVE FOCUS.

ARDA AFFILIATES

ARDA International Foundation - AIF
The ARDA International Foundation (AIF) began in 1982 as the International Foundation for Timeshare (ITF) to fulfill the research needs of the fast-evolving timeshare industry. In 1997, it was restructured as a 501(c)(3) organization and acquired its current name. Today, AIF continues to meet the industry’s research, market intelligence, and education needs, including identifying consistent and ongoing benchmarks, expanding research, analyzing technological changes and impacts, and enhancing the public’s knowledge of the timeshare industry. See www.arda.org/foundation/ and www.aifeducates.org for more details on programs, research, education, and more.

ARDA-ROC
The ARDA-Resort Owners’ Coalition (ARDA-ROC) is an alliance of one million-plus timeshare owners, developers and managers who advocate for public policy positions that protect the interests of individual timeshare owners, preserve the integrity of vacation products, and enhance the vacation purchase.

Collectively, timeshare owners all across the country voluntarily contribute between $3 and $10 each year. With unity, comes strength! Since 1989, these resources have enabled ARDA-ROC to unite owners in support of legislative and regulatory policies that enable the timeshare industry to continue to provide high quality vacation products that remain accessible and affordable to consumers.

While timeshare owners and the industry are already an active and engaged audience, the website—www.arda-roc.org—enables timeshare owners to access the most up-to-date information on local, state and federal policies and legislation affecting timeshare owners and consumers. ARDA-ROC staff and owners have worked effectively to enact, amend or defeat legislation in more than 20 states on countless tax, consumer protection and owners’ association issues—and will continue to do so.

Also, want to learn more about timeshare in general as the better way to vacation?
Go to www.vacationbetter.org and see various FAQs, testimonials, destinations, travel campaigns, and much more!

ARDA RESOURCES
THE COALITION FOR RESPONSIBLE EXIT
The Coalition for Responsible Exit (the Coalition), is dedicated to providing useful information for owners who are looking to safely sell, modify, cancel or exit their timeshare. The Coalition was established by the American Resort Development Association (ARDA) in partnership with timeshare developers, the leading exchange companies, RCI and Interval International, and ARDA Resort Owners’ Coalition (ARDA-ROC). The members of the Coalition have committed to offering easy-to-follow information, clear processes, and consultation with timeshare owners based on their unique situation.
WANT MORE INFORMATION OR QUICK FACTS ABOUT ANY OF THE PROGRAMS NOTED IN THIS BOOKLET? PLEASE SEE THE INSERTS IN THE ENCLOSED POCKET FOLDER.