



Insure your Success



Only ABMP combines the most comprehensive liability coverage, unparalleled professional resources, and world-class service.

membership that works for you

www.abmp.com
800-458-2267

Exceptional insurance

Smart practitioners realize that, while being named in a lawsuit is unlikely, it's not worth risking your career. In this sue-happy age, even when you've done nothing wrong, it's expensive to defend yourself. Why chance it when excellent protection is so affordable?

Membership with Associated Bodywork & Massage Professionals (ABMP) offers protection with the profession's best value in liability coverage. **Ours are the highest aggregate coverages available**—\$3 million professional liability (malpractice), another \$3 million general liability (slip and fall), and yet another \$3 million products liability (for example, adverse reaction to a lotion). And these coverages protect you wherever you work. These totals are per member, per year, not a shared aggregate like other associations offer.

Unlike the claims-made coverage offered by some other providers, the insurance included with your ABMP membership is occurrence-form coverage, which protects you from late-filed claims. This added feature helps safeguard your business—and your peace of mind.

Also included are legal defense coverage (for covered losses) and additional insured endorsements (AIEs), if requested by your employer or landlord, at no charge. **All this is covered by your membership fee.**

While no one else offers such a comprehensive package, we know you can find bare-bones insurance coverage elsewhere. **That's why you need to consider ABMP's greatest strength as a full-service association: support for our members.**

If you need additional insurance information, or if you want to add an AIE, we're here with prompt support. If you do experience a claim, you can expect knowledgeable, empathetic assistance from our staff experts. In most instances, we can help expedite rapid resolution of your claim. **Knowing your ABMP team is ready and able to support you lets you focus on what's most important—building a successful career.**

"ABMP's support goes beyond any monetary value."

—ABMP member Mary Ann from California



ABMP member Lola Michellin

“This is why I love ABMP! I always get an intelligent response.”

–ABMP member Laurie from Virginia

Responsive personal service

You have more important things to do than communicating with your professional massage association. But when you do need something—to join, renew a membership, obtain information about your member benefits, or get help on a career challenge—you want to talk to a knowledgeable, caring human being. Now. ABMP understands. **When you need us, we’re here to help you.**

We know the field, and we’ve been helping members since 1987. Nothing pleases our professional, friendly staff more than solving a problem for a member, contacting the member, and hearing, “I’m really surprised you got back to me so quickly!”

We treasure each of our 75,000+ members and echo the caring and compassion you bring to your work. That’s why our credo is **expectmore**. Try us. Compare our attentiveness to what you’ve experienced with other associations.

We understand that ABMP’s primary purpose is to serve the needs of our members.

We focus on providing excellent service and exploring ways to add value to your ABMP membership. Period.

That’s the essence of our **expectmore** philosophy.

Call (800-458-2267), email (expectmore@abmp.com), or chat with us online (www.abmp.com).

We’ll be delighted to help you.



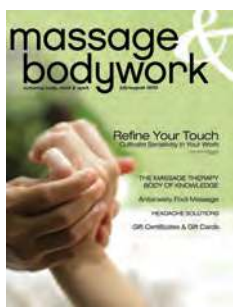
The ABMP staff

Valuable benefits

Included in your membership are ABMP's award-winning communications, including **Your ABMP Membership**, a detailed membership reference guide, and our member newsletter **Different Strokes**. You can also log in to www.abmp.com to access the growing list of professional and educational resources available exclusively to ABMP members.

Massage & Bodywork.

You've made a big investment in your career; it makes sense to keep current with developments in the profession. That's why we publish this award-winning magazine six times a year in **print and digital editions** (both are included with your membership). Readers praise the breadth of its editorial content. We've been told that "Every issue sparks my interest and catches my imagination," and "Your magazine makes me excited to be a massage therapist."



and more. Members love how easy it is to create a thorough and professional website for their clients! All of this is completely free. Set up your free email account to complete your online presence.

Client education tools.

Customizable marketing materials—client newsletters, brochures, and posters—help you communicate with your clients. **Body Sense** is a beautiful digital magazine available for you to forward to your clients to educate them about the benefits of massage and bodywork within a healthy lifestyle. Access hundreds of articles at our **public education website** www.massagetherapy.com.

Free website and email accounts. Custom-built for massage professionals, ABMP's Website Builder is the most practitioner-friendly program offered by any massage association. Take advantage of an unlimited number of pages, dozens of beautifully designed templates,

Successful Business Handbook.

Practitioners and instructors rave about this premier guidebook to building and sustaining a practice. New members receive a print copy upon joining; new and renewing members can access the digital edition at www.abmp.com.

Business management resources. The **ABMP BizFit** series is designed to help members keep their practices in shape. You can also access **client treatment forms** and other tools for your practice.

search engine optimization tools, pre-loaded content, online booking, registration, hosting,



"I am so grateful for the referral service, the liability insurance, the webinars, and the information you make available to the public."

—ABMP member Eileen from New Jersey

Educational webinars. ABMP pioneered webinars for the massage profession, providing Web-based seminars taught by some of the most recognized names in the field. Participate in any of the upcoming live webinars or access dozens of our archived sessions on a wide variety of topics; continuing education credit is available.

ABMP's Online Education Center. Visit this unique site—accessible through www.abmp.com and home to ABMP's Continuing Education Calendar—to find affordable, convenient, and high-quality online continuing education options, including archived webinars. ABMP members receive a complimentary course (worth 1 CE hour) and are entitled to significant discounts on other courses.



Massagetherapy.com's online referral service. ABMP's public education website teaches consumers about massage and drives business to you. Consumers can locate a practitioner based on the search criteria entered. More than

150,000 searches are conducted per year. The referral service allows you to detail your listing and choose your own direct website link to use in your marketing materials.

Regulatory support. ABMP has provided regulatory and legislative support to members since its inception in 1987. Members are kept up to date on legislative issues impacting their rights to practice.

Massageprofessionals.com social networking site. This online community connects you with other practitioners across the country. The site is powered by ABMP, but it is open to all practitioners. ABMP believes that an open network is better for the profession.

Discounts on products and services. Take advantage of discounts on credit card services, travel/lodging, auto and home insurance, legal services, wireless services, and other extras—just for belonging to ABMP. You'll also find products you need for your practice at **Massagemarketplace.com**, a one-stop shopping resource, searchable by product category or keyword.

Membership options

While massage therapist is the title most commonly used by our members, others practice reflexology, neuromuscular and movement therapy, shiatsu, reiki, other energy work, or one or more of 250+ recognized specialties. Regardless of your area of specialization, ABMP offers membership choices to fit your personal circumstances.

(Pricing in this brochure is current as of November 2010 and is subject to change.)

All Certified, Professional, and Practitioner-level memberships include broad liability insurance coverage (\$2 million per incident coverage, with \$3 million aggregates in each of three categories) and all of the benefits listed on the previous pages. Also included are a certificate of insurance, code of ethics, and ABMP identification.

Certified Membership: \$229 annually

Our highest membership level. Certified members receive priority membership processing, priority listing in Massagetherapy.com's online referral service, a unique wall certificate, and use of the ABMP Certified Therapist designation.

Eligibility Requirements—If you practice in a state that regulates massage and bodywork:

- Valid current massage/bodywork license from that state.

If you practice in a state that does not regulate massage and bodywork:

- 500 hours of massage education from an approved program OR
- Passing score on the Massage & Bodywork Licensing Examination (MBLEx) or one of the National Certification Examinations (NCE) OR
- Minimum of 50 hours of massage training and a current nursing or physical therapy license.

Maintenance Requirement: 16 hours of continuing education every two years.

Professional Membership: \$199 annually

Eligibility Requirements—If you practice in a state that regulates massage and bodywork:

- Valid current massage/bodywork license from that state.

If you practice in a state that does not regulate massage and bodywork:

- 500 hours of massage education from an approved program OR
- Passing score on the Massage & Bodywork Licensing Examination (MBLEx) or one of the National Certification Examinations (NCE) OR
- Minimum of 50 hours of massage training and a current nursing or physical therapy license.

Practitioner Membership: \$199 annually

Eligibility Requirement—Only available if you practice in a state that does not regulate massage and bodywork.

- A minimum of 100 hours of massage education from an approved program.

Are you also a skin care professional?

Cover both your massage and skin care practices for a single \$259 membership fee. Fill out the Optional Skin Care Professional Coverage portion of the application and become a member of both ABMP & Associated Skin Care Professionals (ASCP) to receive benefits from both associations. Learn more about ASCP at www.ascpskincare.com or call 800-789-0411.

Eligibility Requirements—If you practice in a state that regulates esthetics or skin care:

- Valid current license from that state.

If you practice in a state that does not regulate esthetics or skin care:

- Cosmetology license or certificate of skin care training.

Other Choices

Student Membership: Please contact ABMP or your school for additional information about ABMP's Student Membership, which provides outstanding benefits customized to meet your needs while in school.

Supporting Membership: Those of you temporarily suspending your practice might choose this level of membership to keep informed about developments in the profession. Supporting Membership includes great association resources, but does *not* include insurance.

Optional insurance program: Our optional business personal property insurance can insure your table and other office possessions for just \$95/year.

"ABMP works for me so I can work better for my clients."

—ABMP member Raul from Colorado

Join now

PHONE

800-458-2267

Monday–Friday
7:30 a.m.–5:00 p.m. MT

ONLINE

www.abmp.com

Join anytime.

MAIL

Use the enclosed postage-paid envelope.

FAX

800-667-8260

Include your training and license information.

Within 24 hours of processing your membership, your certificate of insurance will be available online in your www.abmp.com account and you will have access to exclusive member benefits, including customized marketing materials and your free website and email account. **Please include your email address so that we can email you confirmation that your application has been processed.** You'll also receive a membership packet by mail.

Tell a friend. When you join ABMP and then recruit a friend to join (at the Certified, Professional, or Practitioner level) or to join our sister organization, Associated Skin Care Professionals (ASCP), we'll take \$20 off your next year's membership fees.

Need more information? Call, email, chat online at www.abmp.com, write, fax, or come to Colorado and visit us! Responsiveness is an important part of our culture. If we don't have an immediate answer to your question, we'll look into it and get back to you promptly. We're ABMP, where you can always **expect** more.

ABMP member John Sanders



www.abmp.com 800-458-2267



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800-458-2267
800-667-8260 Fax

www.abmp.com
expectmore@abmp.com

7:30 a.m.-5 p.m. MT
Monday-Friday
24-Hour Message System

7 MASSAGETHERAPY.COM'S ONLINE REFERRAL SERVICE—TECHNIQUE LISTING

Created as a fast, public referral service, Massagetherapy.com provides potential clients with a list of qualified massage and bodywork professionals in their geographic area. As a member, you receive your own page on the referral service. You can detail your listing at www.abmp.com. Instructions on how to log in will be included in your new member packet.

I do not wish to have my name listed in Massagetherapy.com's online referral service.

I wish to have my name listed in Massagetherapy.com's online referral service.

If you wish to participate, you must provide an email address or a referral phone on the front of this form. Please list up to 10 techniques for which you have been trained in order to be listed in Massagetherapy.com's online referral service.

Proof of training must be included for each specialty. (Maximum of 10.)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

8 ADDITIONAL INSURED ENDORSEMENT

DO NOT complete this section unless your landlord or employer requires this in your contract/lease.

In accordance with standard insurance industry practice, ABMP will mail notice of membership expiration to all entities named as additional insureds on a member's policy. There is no charge for AIEs. **(If requesting more than one AIE, attach an additional sheet with the same information requested below.)**

Business Name: _____

Name of Owner: _____

Business Address: _____

City: _____ State: _____

Zip: _____ Relationship to applicant: _____

Business Phone: () _____ Fax: () _____

9 EARN FREE MEMBERSHIP

ABMP members earn a \$20 referral credit for each **NEW** Certified, Professional, Practitioner, or Skin Care Professional level applicant who is accepted for membership in ABMP or ASCP. Be sure to fill in your ABMP ID number (Section 3, Referral Credit) on brochures you give out. Please order only enough brochures to meet your immediate distribution plans.

Send me _____ (# of) brochures to pass along to my associates.

Associated Bodywork & Massage Professionals®

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