



CONNECTING THE BUSINESS OF MAPS WORLDWIDE

"Every major development in Spherical Concepts' 25 year history has come from contacts made through the IMTA. Whether it is distribution, product development, international trade or content providers - the IMTA is the organisation that connects it all."



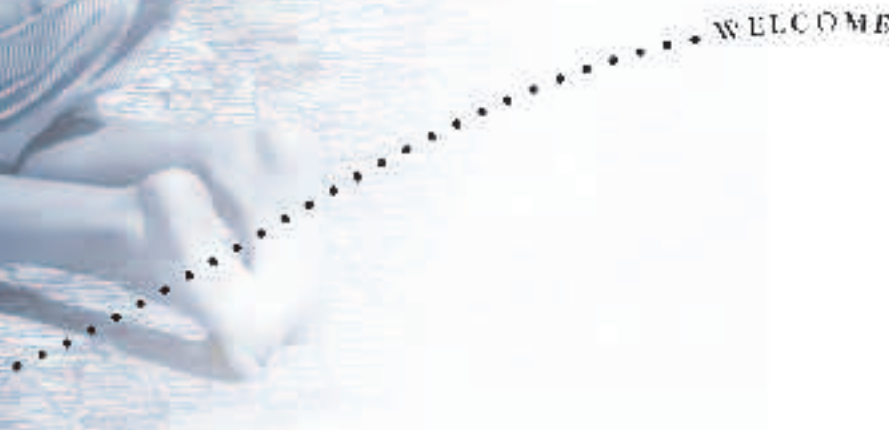
[www.maptrade.org](http://www.maptrade.org)

**The International Map Trade Association (IMTA)  
represents a world of maps.**

Established over 25 years ago, it promotes the interests of all companies involved in the mapping industry, from retailers of atlases and manufacturers of globes, to developers of geographic information systems.

Whether you design, create, print, publish, distribute or sell maps, you can benefit from membership of the IMTA.

**It's a world of opportunity**, and the journey starts here.



WELCOME

While many IMTA members are based in the UK, USA or Australia, a growing number of members come from countries such as Estonia, Latvia and India. All nationalities are warmly welcomed.

### **The IMTA is a truly global organisation.**

It welcomes members from every corner of the world, from Ireland to India, from Nigeria to New Zealand and from Russia to the Dominican Republic.

The association is made up of three regions:

- Europe, Africa and the Middle East (EAME)
  - The Americas
  - Asia and Pacific

In addition to the IMTA's global programme, each region organises its own local activities. This ensures that, wherever you are based, the IMTA is both relevant and accessible to you.

• Добро пожаловать

**“Successful businesses are well connected businesses. We have been able to grow and develop our organisation by working with IMTA members all around the world.”**

Map Land, Melbourne, Australia

### **Change happens quickly.**

New technologies, cartography techniques and mapping products are emerging all the time - and keeping up-to-date with industry developments can be a real challenge.

That's why the IMTA organises global conferences, committees and discussion groups to facilitate the exchange of information between companies. In addition, it produces a regular journal for members. Called The MapReport, this publication contains a broad range of articles and features on new developments and trends in the industry.

**It's precisely what you need to stay in touch.**

IMTA Global  
Conferences take place  
every two years, in different  
regions of the world.

**“The IMTA provides us with a way of communicating cartographic technology innovations to users around the world.”**


ESRI (UK) Ltd, Aylesbury, United Kingdom

**New members quickly learn  
that the IMTA is more than just a trade association.**

Supportive and informative, the IMTA can play an active role in helping member organisations achieve their business goals.

It provides companies with access to sponsorship and marketing opportunities and can offer practical advice about international business and regional development grants.

So whether you are launching a new product, entering a new market or developing a new channel strategy, the IMTA is a business partner you can depend upon.



In Europe, members benefit from IMTA knowledge of European Union legislation and funding opportunities

**“As Britain’s largest travel publisher, sourcing new map data and finding new market opportunities has become a lot easier as a member of IMTA.”**

AA Publishing, Automobile Association, Basingstoke, UK

**IMTA members connect at trade shows  
around the world.**

The IMTA organises its own conference and trade show in each region, each year. These events provide members with an opportunity to network with partners, suppliers and customers - informally and productively.

In addition, at some key regional events, such as the International Book Fair in Frankfurt, the IMTA sponsors a corporate stand, where all members have the opportunity to display merchandise and make new business contacts. This significantly reduces the costs for organisations that wish to exhibit at these leading shows.



The Frankfurt International Book Fair attracts visitors from around the world and is an important event to exhibit at.

**“By attending IMTA conferences and trade shows, we can see industry innovations, exchange ideas with other professionals and develop new business avenues.”**

TOPKART, Warsaw, Poland

The IMTA  
represents over  
600 companies  
from 50 countries  
across 6  
continents

**In the business of maps, precision is essential.  
But so too is creativity.**

That is why the IMTA presents a series of awards every year to recognise and encourage innovation.

To reflect the diverse range of businesses in the IMTA, there are several different categories of award\*, and entries are judged on criteria such as design, originality, clarity and ease of use. Gold and silver award winners in each category receive award labels and artwork, which they can use in their marketing activities to help them promote their goods. They gain industry recognition for their achievements and a heightened profile in their market. And that's a prize worth winning.

*\*Map Awards are available in EAME and Asia and Pacific regions.*

歡迎

**“To receive the silver in the IMTA's Best Digital Product category and then to be awarded Gold for Best Atlas is fantastic news for the whole team. Thank you IMTA.”**

Collins Bartholomew Ltd, UK

When you join the IMTA you will be able to take advantage of all of the different services provided by the association. Yet, in many ways, that is just the beginning.

As a member, you will automatically become part of a large community of people and organisations that care about the development, use and retail of map products. Through our web site, events and publications you will come into contact with people who share your ideals - and can help you achieve them.

Visit [www.maptrade.org](http://www.maptrade.org) today and click on **contact us** to find the name and telephone number of the IMTA representative in your region.

JOIN US!

WARM WELCOME AWAITS YOU

