



## Membership FAQ

### 1. Membership? I thought Balloon HQ was free. What happened?

The Balloon HQ web site and mailing lists are free, and will hopefully ALWAYS be free to promote new growth in the industry we love. But, since its inception over ten years ago, Balloon HQ has grown immensely. As a result, our web page visitors, mailing list subscribers, and even our sponsors have asked us to continually provide more services. To complement the free stuff, we've responded by offering some new paid member services that will help strengthen the Balloon HQ community, and allow us to continue supporting the balloon industry.

### 2. Who pays for Balloon HQ right now?

We are grateful for sponsorship funds from many industry manufacturers and distributors. A handful of dedicated balloon professionals have also been paid members for a while. Unfortunately, it's just not enough to allow Balloon HQ to reach its full potential as an industry and consumer education/communication service. If we're going to do our best to help your business grow, we need your membership support as well.

### 3. So, what are the new paid members services?

We've tried to address your needs:

A) Want to present a great consistent image? You'll get your own BalloonHQ.com E-mail address (like [JoeBalloonist@BalloonHQ.com](mailto:JoeBalloonist@BalloonHQ.com)) that lets your customers know you are a balloon professional (way better than [joe396@aol.com](mailto:joe396@aol.com)). You won't have to change your E-mail software or service provider. When a message comes in for you, Balloon HQ will immediately forward it to your current E-mail account. If (or more likely *when*) you change to a different service provider you won't have to send out any more E-mail address updates, or worry about who you've forgotten to notify, since all your contacts will have your Balloon HQ address... and it won't change! You'll also get your own web site address (like <http://www.balloonhq.com/artists/JoeBalloonist>) that will automatically forward customers to your current home page, no matter where it is located.

B) Want more job referrals? As a member, you'll have a complete listing in the Balloon HQ Artist's directory - including your photo! When someone is looking for a balloon artist to refer work to, they can search for your city... and find you!

C) Have some unneeded equipment or products you'd like to turn into cash? To help you take full advantage of our world-wide targeted community, members can now post ads in the classifieds area of BalloonHQ.com at no charge. Everyone can respond, but only members can advertise.

D) Want to let everyone know about an industry-related event? As a member you can advertise freely on the BalloonHQ.com calendar of events.

E) Want to share photos of your work with others and comment on their pictures too? We're hard at work adding new interactive features to make it easier for paid members to share information, design recipes and submit pictures.

F) Want better technical/telephone support from us? With more paid members, everyone using BHQ will benefit from the growing computer resources and staff we will be able to add. We already try to help everyone, regardless of their financial support, and we hope to continue that. However, support costs money, and we will do everything in our power to recognize those with paid memberships. It only makes sense to offer the best help we can to those that help support us.

### 4. So who benefits if I become a member?

Obviously, you benefit with the new paid member services. But perhaps more importantly, everyone who uses the Balloon HQ web site or mailing lists will benefit from you being a member, as it provides an important way to keep the service running.

### 5. So what's the bottom line?

If you use Balloon HQ now, you realize it's a pretty cool service. You can connect with thousands of other balloon professionals, get updated immediately on industry happenings, and have access to some amazing educational resources, promotions and contests. It's kind of like a giant on-line news station, magazine, chat line and reference library specifically designed to help you get the information that will help you succeed in your business... and feel connected with others in our unique field. There is nothing else like Balloon HQ! We hope you see us as a useful and important service, and rather than asking why you should pay to be a member, ask why you haven't supported us until now. If the answer is "because no one asked"... now we're asking! Membership is not expensive. 1 Year for \$25 or 3 years for \$55. A couple of bucks a month is all it takes to make sure that BHQ keeps growing and offering greater information and educational opportunities.

**Sign up now and you'll make us stronger.**

Thanks for your support,



Larry Moss



Sheen Beaverson



Mark Balzer