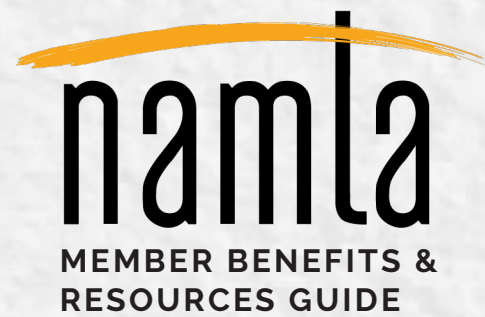




MEMBER BENEFITS &
RESOURCES GUIDE



Contents

Contents	02
Creativation by Namta 2026 Information	03
Benefits & Resources	04
Benefits & Resources	05
Discount Program	06
Discount Program	07
Contact	08

CREATIVATION BY NAMTA 2026

INFORMATION

AMERICA'S CENTER, ST. LOUIS CONVENTION CENTER

MEET US IN ST. LOUIS, MO
CREATIVATION BY NAMTA 2026 | MAY 15-19, 2026

RETAIL/BUYER MEMBERS

Get FREE ENTRANCE to Creativation by NAMTA

SUPPLIER MEMBERS

Can exhibit their artist and creative products May 17 - 19, 2026

EDUCATION

Education packages available to attend Business Seminars and Product Workshops May 15 - 16, 2026

SOCIAL EVENTS

Social Events will include the Welcome Reception, Next Generation Reception, The President's Reception, and more!

MEMBER BENEFITS & RESOURCES

NAMTA CONNECT + THE STUDIO



NAMTA CONNECT IS A VIRTUAL PLACE TO CONNECT WITH FELLOW NAMTA MEMBERS FOR LIVE PRODUCT ROUNDTABLES, EDUCATIONAL SESSIONS, HAPPY HOURS, AND MORE. HOSTED AT LEAST 2X A WEEK ON ZOOM AND THEN RECORDED AND DISTRIBUTED TO MEMBERS WHO CANNOT ATTEND LIVE THROUGH THE STUDIO.

THE STUDIO IS WHERE NAMTA MEMBERS CAN VIEW PAST NAMTA CONNECT EDUCATIONAL, DEMO, AND SOCIAL RECORDINGS.

FIND WAYS TO CONNECT AT WWW.NAMTA.ORG, THEN GO TO THE STUDIO TAB

CREATIVE HAPPENINGS



CREATIVE HAPPENINGS (FORMERLY KNOWN AS THE PALETTE). THE PALETTE GOT A RE-BRAND AND YOU CAN NOW STAY UP TO DATE ON INTERESTING AND CURRENT NEWS RELATED TO ART, CRAFTS, AND CREATIVITY. A SELECTION OF ARTICLES IS GATHERED AND SENT TO YOUR INBOX MONTHLY, WITH AN IMAGE, TITLE, AND SHORT SYNOPSIS. STUMBLE UPON A WEB ARTICLE YOU WANT TO SHARE IN A FUTURE CREATIVE HAPPENINGS? FORWARD THE ARTICLE LINK TO **CSHIH@NAMTA.ORG**.

FOR MORE DETAILED INFORMATION ON ANY OF THESE MEMBER BENEFITS AND RESOURCES VISIT:

WWW.NAMTA.ORG OR CALL **704.892.6244**

MEMBER BENEFITS & RESOURCES

CREATIVE PRODUCTS CERTIFICATION PROGRAM (CPC)



THIS VIDEO SERIES PRESENTS ESSENTIAL ELEMENTS THAT EVERY STAFF MEMBER NEEDS TO KNOW TO SUPPORT CUSTOMERS AND MARKET GROWTH. EACH VIDEO INCLUDES A WEB-BASED ASSESSMENT TO ENSURE THAT KEY CONCEPTS HAVE BEEN ADDRESSED AND REMEMBERED. UPON COMPLETION OF ALL TEN QUIZZES, PARTICIPANTS WILL RECEIVE CERTIFICATION AND A PIN CONFIRMING THEM AS AN 'EXPERT GUIDE' WITHIN THE NAMTA CREATIVE PRODUCTS CERTIFICATION PROGRAM. **LEARN MORE UNDER THE RESOURCES TAB**

2023 INDUSTRY SURVEY REPORT



NAMTA HAS CONDUCTED CONSISTENT RESEARCH AMONG ITS CONSUMERS AND RETAILERS SINCE 2009. THIS RESEARCH HAS ADDED VALUE TO ITS MEMBERS TO HELP THEM LEARN MORE ABOUT ART/ CREATIVE MATERIAL USERS. THE ORGANIZATION WANTED TO FIELD A NEW WAVE TO INCLUDE CRAFTERS IN ITS SCOPE, AS THIS IS A NEW MEMBER BASE SINCE ITS MERGER WITH AFCI.

LEARN MORE UNDER THE RESOURCES TAB

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MEMBER BENEFITS & RESOURCES

E-NEWS

MONTHLY E-NEWSLETTER INCLUDED.

FIND MORE INFORMATION UNDER THE RESOURCES TAB

ONLINE MEMBERSHIP DIRECTORY

NAMTA IS A "COMPANY" MEMBERSHIP – EMPLOYEES OF YOUR COMPANY CAN BE INCLUDED.

FIND MORE INFORMATION UNDER THE MEMBERSHIP TAB

PRODUCTS AND BRANDS GUIDE

UP-TO-DATE DOCUMENT OF SUPPLIER PRODUCTS AND BRANDS.

FIND MORE INFORMATION UNDER THE RESOURCES TAB

ESSENTIAL MANAGER'S TOOLKIT VIDEO SERIES

CREATED IN PARTNERSHIP WITH LONG-TIME INDUSTRY LEADER, DAVID PYLE AND HIS TEAM, THIS 4-PART SERIES WAS CREATED BASED UPON CONSULTATION WITH DOZENS OF MANAGERS IN THE CREATIVE PRODUCTS COMMUNITY. **FIND MORE INFORMATION IN THE STUDIO**

ART & CRAFTS ADVOCACY

ART & CRAFT ADVOCACY HAS NEVER BEEN MORE CRUCIAL THAN IT IS TODAY. ADVOCATING FOR THE ARTS AND CRAFTS ENHANCES COMMUNITIES AND MAKES GOOD BUSINESS SENSE.

LEARN MORE UNDER THE ART ADVOCACY TAB

FOR MORE DETAILED INFORMATION ON ANY OF THESE MEMBER BENEFITS AND RESOURCES VISIT:

WWW.NAMTA.ORG OR CALL **704.892.6244**

MEMBER DISCOUNT PROGRAMS



Digital Marketing for the Arts and Crafts Industries through CRAFTalytics.

UNDER THE RESOURCES TAB, GO TO DISCOUNT SAVINGS PROGRAMS



Members receive specialty rates/ discounts on FedEx services with PartnerShip.

UNDER THE RESOURCES TAB, GO TO DISCOUNT SAVINGS PROGRAMS



Access special Office Depot and OfficeMax pricing with a Store Purchasing Card.

UNDER THE RESOURCES TAB, GO TO DISCOUNT SAVINGS PROGRAMS

MORE DETAILS ABOUT THESE DISCOUNT PROGRAMS CAN BE FOUND ON WWW.NAMTA.ORG UNDER THE RESOURCES TAB, THEN CLICK DISCOUNT SAVINGS PROGRAMS

MEMBER DISCOUNT PROGRAMS



ManufacturersHealthCare.com

Immediate Savings, Simple Enrollment

Namta now offers our members,
their employees and their families
affordable healthcare options through
ManufacturersHealthCare.com

VISIT MANUFACTURERSHEALTHCARE.COM
FOR A FREE QUOTE

MORE DETAILS ABOUT THESE DISCOUNT PROGRAMS CAN BE FOUND ON WWW.NAMTA.ORG UNDER
THE RESOURCES TAB, THEN CLICK DISCOUNT SAVINGS PROGRAMS

NAMTA STAFF

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DIRECTOR OF MEMBERSHIP & EDUCATION CINDY SHIH CSHIH@NAMTA.ORG



NEED MORE INFORMATION?

Contact us at info@namta.org to learn more about membership benefits, resources and discount programs

NAMTA

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