

The Relationship Between: Kite Trade Association International & American Kitefliers Association

The Kite Trade Association International (KTAI) is a non-profit association of businesses in the kiting industry. The KTAI is comprised of retailers and manufacturers. KTAI focuses on networking between the businesses and producing a Trade Show each year to introduce new products, network, conduct hands-on product demonstrations and provide educational seminars for retail businesses.

The KTAI has a website at www.kitetrade.org that allows members to keep abreast of industry information, connect with each other, allow outside interests to locate and contact our members, and to give member access to each other through the new Kite Forum.

The Kite Forum was created as an off-shoot to a popular program that is conducted at our Trade Shows. The Program is titled "Retail Idea Exchange" or "Buried Treasures". The focus of this educational program is for retailers to share what is HOT and what is NOT. Unlike most industries, the KTAI retailers give freely to one another all of the experience they have gained over the years including; store setup, marketing, purchasing, hiring and more. Because of the immense popularity of the program, the KTAI filmed the event in 2008 and is now going to offer it to the membership, via the website, as a member benefit. In addition, we have added the videos from our dynamic keynote speakers at the 2009 Trade Show, check them out at www.ZingTrain.com

Any serious kite business would benefit from membership in KTAI. By utilizing the networking available, a new member could easily get answers to all their kite related questions. In addition, using the membership directory you can access all the member manufacturers by clicking on their website URL, which will link you to their business site.

Membership is \$150, \$250 or \$500 per year and the membership form is available online.

The American Kitefliers Association (AKA) is a non-profit association of individuals involved in the hobby of kites on various levels. Members fly, make, sell, educate & entertain with kites. There are several layers of groups inside the association including a governing Board of Directors, Regional Directors (12 USA and 1 International), member merchants, member kite clubs and other AKA members.

The AKA has a website at www.aka.kite.org that has information on everything from conventions, worldwide festivals, local events, kite diagrams, kit kites for classrooms, educational opportunities and more. The AKA also has a Kite Forum that is a very active site; keeping members informed on new products, places to fly and much, much more.

AKA also provides its members with a beautiful, color magazine issued four times per year. "Kiting" is THE Kite Flyers magazine and offers a plethora of news, education and kiting coverage.

If you are interested in kites on any level, and wish to network with like-minded individuals; membership in the AKA is the most inexpensive investment you can make in your quest.

Membership is \$40 per year and the membership form is available online.