
February 17, 2009

Dear Tanning Salon Owners and Industry Professionals,

2008 proved to be a challenging year for the economy and retailers in general. While we are optimistic about 2009, the Indoor Tanning Association wants to be proactive and prudent in how we deploy the financial resources of the organization.

To that end, the ITA Board of Directors met and made an important decision that we wish to share with you. The Board has unanimously decided to cancel the 2009 ITA World Expo

Like other industry groups making similar decisions this year, we weighed a number of factors. As we started to contact key show exhibitors early this year, many of them expressed concern about the economy. While most businesses were not seeing a slow down, the overall uncertainty meant that many were not prepared to commit to the 2009 Expo. This lack of firm commitments created great financial risk for our association. By canceling the show this far in advance we substantially reduce our potential financial exposure based on our contractual guarantees to the Gaylord Hotels.

The decision to cancel the show now has reduced the risk that a failed show would place on our organization. Unfortunately it doesn't solve all of our problems. The profits from the tradeshow represent a very large percentage of our annual revenue. Without the tradeshow revenue, it will be more difficult for our association to continue.

So far this year there are bills placing restrictions on our industry pending in 20 states. For the ITA to continue to promote the benefits of tanning and fight legislation that could put our industry out of business, we need everyone's help.

All of this makes the membership dollars the ITA collects more important than ever. If you are an ITA member, we thank you for your continued support. If you are not a member, join us now. We are stronger as a group than we are as individuals.

Here is what you can do.

1. Join the ITA (if you are not currently a member).
2. Get involved. Log on to ITA website (TheITA.com) or call the ITA to volunteer in your state.
3. Join the Berman PR campaign to promote and defend tanning and UV light. (Visit www.theita.com for more information.)
4. Salon owners can encourage vendors to support the industry and become ITA members. Check the website for a complete list using this link: [ITA Membership Directory](#)
5. Distributors/Manufacturers can encourage all new and existing salons to join the ITA.

We are all committed to the long-term success of our association and working together we can ensure that success.

Thank you,



Dan Humiston
ITA President