

## **Calendar Advisory for Houston Interactive Marketing Association**

FOR IMMEDIATE RELEASE

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### **Members and Guests Welcome**

#### ***Houston Interactive Marketing Association To Host Membership Drive and Happy Hour May 24, 2007***

**WHO:** Houston Interactive Marketing Association (HiMA) is Houston's advocate for interactive marketing. Founded in 2005 by executives from Houston-based agencies and corporate marketers, HiMA is dedicated to increasing the awareness, education and utilization of interactive marketing in the Greater Houston area. HiMA is a non-profit Texas Corporation 501(c)(6).

**WHAT:** HIMA's Networking Event and Happy Hour is free and open to members and guests of Houston's interactive marketing community: web design firms, advertisers, marketers, agencies, media companies and e-business professionals. Complimentary appetizers will be served.

The first 50 guests who bring a friend will receive a margarita on the house. Guests who sign up for membership during the event will obtain a HIMA laptop bag and a complimentary admission to HIMA's May 31 interactive marketing workshop featuring Chris Baggot.

Annual membership fees are \$49 for students, \$99 for individuals, and \$399 for corporations for up to five members.

Membership benefits include obtaining new information on latest practices, trends and technologies as well as accessing HIMA's database and online discussion groups, tools and resources without cost. Members will also be given the opportunity to network with the Houston interactive community and receive visibility among Houston interactive leaders by exposing their company's name on HIMA's Web site. Discounted fees for HIMA's events are always offered to members. HIMA's committees are also open for members who wish to volunteer.

**WHEN:** Thursday, May 24, 2007  
5:30 p.m. to 7 p.m.

**WHERE:** Teala's  
3210 West Dallas  
Houston, TX 77019

**HOW:** To RSVP or for more information on HIMA's upcoming events visit [www.HoustonIMA.org](http://www.HoustonIMA.org) or call Kathleen Yarborough at (713) 839-0808.