

PROGRAM OPTIONS

Corporate Program

Available to any technology, telecommunications, or professional services company. Corporate participation is led by an Executive Sponsor (typically the senior-most marketing or services marketing executive in the organization) and is designed to support the Executive Sponsor's marketing team with ITSMA's marketing research and insight, leadership community, and advisory guidance.

Corporate participation also includes unlimited access for anyone in the organization to ITSMA's Online Research Library of marketing research, thought leadership, tools, and new approaches; in-person and online briefings; executive roundtables; one insight session; a seat to the Annual Marketing Conference; and special rates for ITSMA's conference, workshops, and add-on services.

Additional Team Program

Available to any regional, functional, or business unit that has a Corporate Program. The Additional Team Program is designed to support a second Executive Sponsor and his/her team with their own access to ITSMA's personalized advisory support, annual insight session, local briefings, executive roundtables, and one seat to the Annual Marketing Conference.

Note: All participating teams receive principal support by an ITSMA team based in North America or Europe.

PROGRAM TERMS AND CONDITIONS

- The annual program term begins on the nearest quarterly start date (January 1, April 1, July 1, October 1).
- Program fees are due immediately upon joining or before the program term begins for renewals.
- Clients must designate an Executive Sponsor to serve as the lead management representative to ITSMA. Executive Sponsors are typically the senior-most marketing or services marketing executive. In addition, Clients need to designate a Coordinator to serve as the program liaison for the program year.
- This agreement may be cancelled at any time by either party.

KEY CLIENT BENEFITS

- Unlimited staff access to ITSMA's Online Library including best practice case studies, updates on industry trends, viewpoints from thought leaders, and models and tools.
- Staff receipt of ITSMA's *Marketing Strategist* (monthly newsletter).
- Unlimited staff attendance to Online Briefings.
- One 4-hour Insight Session (for Category 1 & 2 Clients) or one 2-hour Insight Session via phone (for Category 3 & 4 Clients).
- Participation at local Briefings and Executive Roundtables.
- Reduced rate for attendance at ITSMA's Annual Marketing Conference.
- Participation in ITSMA's annual client surveys: benchmarking report on marketing budgets and benchmarks, ongoing coverage of customer selection behavior and perspectives.
- Reduced rate on ITSMA multiclient research studies.
- Opportunity to participate in ITSMA Executive Councils.
- Advisory guidance from ITSMA marketing professionals.
- The Executive Sponsor or Coordinator will be provided with one seat to each Executive-level Roundtable and the Annual Marketing Conference in North America, or one seat to each Inner Circle Meeting and the Thought Leader Series in Europe.

NONDISCLOSURE STATEMENT

- ITSMA and the Client will have access to proprietary information and documents owned by the other party.
- Neither party has the right to disclose proprietary information, either during the term of this agreement or at any time thereafter, except as required to fulfill the obligations under this agreement.
- Neither ITSMA nor the Client shall publish, release, or otherwise make available to any other party the proprietary information or materials without specific written authorization from the other party.

ONLINE LIBRARY ACCESS TERMS AND CONDITIONS

- ITSMA's Online Research Library includes all archived ITSMA publications previously distributed as part of the program. Access to sponsored (multiclient) research reports and custom research studies are not included.
- Employees at eligible companies may register online for individual passwords for the Online Research Library; passwords cannot be transferred or used by others.
- Online access passwords are only available upon full payment of the annual fee and will terminate upon nonrenewal.
- All documents in ITSMA's Online Research Library are covered by standard copyright laws, under which items cannot be copied or redistributed without permission from ITSMA. Sponsors and delegates are encouraged to distribute copies of research reports within their organizations but not externally.
- Information from the Online Research Library cannot be stored or displayed permanently within any Intranet site of any client company without a separate written agreement with ITSMA.

Online Form Instructions: First, save this document to your hard drive. To fill out this form online, simply tab to each cell and type in your response. There is no reasonable limit to the amount of data each cell can accept. Check boxes accept a typed "x" or mouse-click.

ANNUAL PROGRAM FEES

Annual fees are based on the client's **total** company-wide revenue for the most recent financial reporting year. Fees are also based on the ITSMA office from which the client receives support: ITSMA's North American office or its European office. For example: XYZ Corporation in Category 1 based in the US with an additional team in the UK would pay \$25,000 plus €17,000.

Fees for Clients Receiving North American Support

Category	Total Revenue	Corporate Fee	Initiation Fee	Additional Team Fee (For teams receiving support from North America)
1	> \$10B	\$25,000	\$3,500	\$18,000
2	> \$1B	\$20,000	\$3,000	\$15,000
3	> \$250M	\$15,000	\$2,500	\$11,500
4	<\$250M	\$12,000	\$2,000	\$9,000

Fees for Clients Receiving European Support

Category	Total Revenue	Corporate Fee	Initiation Fee	Additional Team Fee (For teams receiving support from Europe)
1	> €7.5B	€ 23,000	€ 3,000	€ 17,000
2	> €750M	€ 18,000	€ 2,500	€ 13,500
3	> €200M	€ 14,000	€ 2,000	€ 10,500
4	< €200M	€ 11,000	€ 1,500	€ 8,000

Company Name: _____

Category: _____ Annual Start: JAN APR JUL OCT

Corporate Fee: _____

Initiation Fee (*new clients only*): _____

Additional Team Fee: _____

Additional Offerings Fees: _____

Total: _____

Billing Information

Accounts Payable Contact _____

Address _____ Mail Stop _____

City _____ State _____ Post-Zip Code _____ Country _____

Phone _____ Fax _____ Email _____

Payment (Due Upon Receipt)

- Authorized Purchase Order. Purchase Order # _____
- Check Enclosed – Payable to ITSMA in \$USD (ITSMA Tax ID 04-2706960)
- Wire Transfer (contact ITSMA Accounting for details, Ext. 116)

**PLEASE RETURN COMPLETED AGREEMENT FORM TO ITSMA VIA
FAX AT +1-781-674-1366 OR EMAIL TO CJEFFERSON@ITSMA.COM**



CORPORATE PARTICIPATION INFORMATION

Executive Sponsor

Name Title
Company Dept/Division
Address 1
Address 2
City State Post-Zip Code Country
Phone Fax Email

I have read, authorized, and agree to abide by the terms and conditions stated herein for this program agreement.
Signature [The email you've sent with this attached document is your legal signature authorizing the agreement.] DATE [MM/DD/YY]

Coordinator

In addition to an Executive Sponsor, a Coordinator is often helpful to serve as program liaison for activities. This may be a member of the Executive Sponsor's team.

Name Title
Company Dept/Division
Address 1
Address 2
City State Post-Zip Code Country
Phone Fax Email

ADDITIONAL TEAM OPTION

If your company elects to purchase an Additional Team Option, please fill in the following information.

Second Executive Sponsor

Name Title
Company Dept/Division
Address1
Address2
City State Post-Zip Code Country
Phone Fax Email

I have read, authorized, and agree to abide by the terms and conditions stated herein for this program agreement.
Signature [The email you've sent with this attached document is your legal signature authorizing the agreement.] DATE [MM/DD/YY]

Second Coordinator

In addition to an Executive Sponsor, a Coordinator is often helpful to serve as program liaison for activities. This may be a member of the Executive Sponsor's team.

Name Title
Company Dept/Division
Address1
Address2
City State Post-Zip Code Country
Phone Fax Email

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2009 ADDITIONAL OFFERINGS

FOR TEAMS RECEIVING NORTH AMERICA-BASED PROGRAM BENEFITS

More Information!
 P H O N E +1-781-862-8500, Ext. 0
 E M A I L info@itsma.com
 F A X +1-781-674-1366
 M A I L ITSMA, 420 Bedford Street, Suite 110, Lexington MA 02420 USA

Offering		Price	\$ / €
Additional Team Option– Europe	<input type="checkbox"/> The Additional Team Program is designed to support an additional Executive Sponsor and their team in Europe with one seat at Inner Circle Meetings and the Thought Leader Series, attendance to regional roundtables, a customized Insight Session, a dedicated Engagement Director, and Ask ITSMA advisory time. Please see page 2 of the 2009 Program Agreement for applicable fee.	From € 17,000 to € 8,000	€
Executive Councils	<input type="checkbox"/> Solutions Council (by invitation only)	\$7,500	\$
	<input type="checkbox"/> Account-Based Marketing Council (by invitation only)	\$7,500	
Purchase Advance Event Seats	<input type="checkbox"/> Pre-paid client event pricing (Can be applied to any event during the 12-month program)	\$10,000	\$
2009 Professional Services Brand Tracking Study	<input type="checkbox"/> Primary Sponsor	\$50,000	\$
	<input type="checkbox"/> Secondary Sponsor	\$35,000	
	<input type="checkbox"/> Optional Web or in-person briefing for Secondary Sponsors	\$5,000	
	<input type="checkbox"/> Intranet License	\$5,000	
Rapid Research on a topic of your choice	<input type="checkbox"/> Fast, affordable, market-based research	\$24,950	\$
ITSMA Event Sponsorship <i>Sponsorship options are plentiful. Indicate interest and we will contact you with details.</i>	<input type="checkbox"/> Primary Sponsor of Annual Conference	\$25,000	\$
	<input type="checkbox"/> Secondary Sponsor of Annual Conference	\$15,000	
	<input type="checkbox"/> Sponsor of a regional roundtable or briefing	\$5,000	
	<input type="checkbox"/> Sponsor of two web briefings	\$5,000	
Total			\$ <input type="checkbox"/> € <input type="checkbox"/>

MAIL TO/SHIP TO

Name _____ Title _____
 Company _____ Dept/Division _____
 Address _____
 City _____ State _____ Post-Zip Code _____ Country _____
 Phone _____ Fax _____ Email _____

I have read, authorized, and agree to abide by the terms and conditions stated herein for this program agreement:
 Signature [The email you've sent with this attached document is your legal signature authorizing the agreement.] _____ DATE _____
 [MM/DD/YY]

BILLING INFORMATION

Accounts Payable Contact _____
 Address _____ Mail Stop _____
 City _____ State _____ Post-Zip Code _____ Country _____
 Phone _____ Fax _____ Email _____

PAYMENT (DUE UPON RECEIPT)

- Authorized Purchase Order. Purchase Order # _____
- Check Enclosed – Payable to ITSMA in \$USD (ITSMA Tax ID 04-2706960)
- C Wire Transfer (contact ITSMA Accounting for details, Ext. 116)

ASSOCIATE PROGRAM

Available to technology, telecommunications, professional services, or technology services-related organizations with less than \$100 million in annual revenue. The Associate Program is led by an Executive Sponsor (typically the senior-most marketing or services marketing executive) and includes unlimited access for anyone in the organization to ITSMA's Online Research Library, briefings, and special client rates for ITSMA's conference, workshops, and other add-on services.

PROGRAM TERMS AND CONDITIONS

- The annual program term begins on the nearest quarterly start date (January 1, April 1, July 1, October 1).
- Program fees are due immediately upon joining ITSMA and on annual anniversary dates.
- Clients must designate an Executive Sponsor to serve as lead management representative to ITSMA. Executive Sponsors are typically the senior-most marketing or services marketing executive.
- Clients may register unlimited staff to receive individual passwords to ITSMA's Online Library.
- Program participation will automatically renew on the anniversary date at the then-current fee unless termination notice is received at least 30 days prior to renewal date.
- This agreement may be cancelled at any time by either party.

NONDISCLOSURE STATEMENT

- ITSMA and the Client will have access to proprietary information and documents owned by the other party.
- Neither party has the right to disclose proprietary information, either during the term of this agreement or at any time thereafter, except as required to fulfill the obligations under this agreement.
- Neither ITSMA nor the Client shall publish, release, or otherwise make available to any other party the proprietary information or materials without specific written authorization from the other party.

ONLINE RESEARCH LIBRARY ACCESS TERMS AND CONDITIONS

- ITSMA's Online Research Library includes all archived ITSMA publications previously distributed as part of the program. Access to sponsored (multiclient) research reports and custom research studies are not included.
- ITSMA will provide individual passwords to any eligible representative of a client company; passwords cannot be transferred or used by others.
- ITSMA will provide online access passwords only upon full payment of program fees and will terminate passwords upon nonrenewal.
- All documents in ITSMA's Online Research Library are covered by standard copyright laws, under which items cannot be copied or redistributed without permission from ITSMA. Sponsors and delegates are encouraged to distribute copies of client research reports within their organizations but not externally.
- Information from the Online Research Library cannot be stored or displayed permanently within any Intranet site of any client company without a separate written agreement with ITSMA.

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Executive Sponsor

Name _____ Title _____
 Company _____ Dept/Division _____
 Address1 _____
 Address2 _____
 City _____ State _____ Post-Zip Code _____ Country _____
 Phone _____ Fax _____ Email _____

I have read, authorized, and agree to abide by the terms and conditions stated herein for this program agreement.

Signature [The email you've sent with this attached document is your legal signature authorizing the agreement.] _____ DATE _____
 [MM/DD/YY]

Coordinator

In addition to an Executive Sponsor, a Coordinator is often helpful to serve as program liaison for activities. This may be a member of the Executive Sponsor's team.

Name _____ Title _____
 Company _____ Dept/Division _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Post-Zip Code _____ Country _____
 Phone _____ Fax _____ Email _____



2009 ASSOCIATE PROGRAM AGREEMENT

ANNUAL ASSOCIATE PROGRAM FEES

Program category is based upon **total** company-wide revenue for the most recent financial reporting year.

Category	Total Revenue	Annual Fee
A	< \$100M	\$5,000
B	< \$25M	\$3,500

Company Name: _____

Category: _____ Annual Start: JAN APR JUL OCT

Corporate Fee: _____

Initiation Fee (*new clients only*): _____

Additional Team Fee: _____

Additional Offerings Fees: _____

Total: _____

Billing Information

Accounts Payable Contact _____

Address _____ Mail Stop _____

City _____ State _____ Post-Zip Code _____ Country _____

Phone _____ Fax _____ Email _____

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