

# 2012 European Membership Agreement

## Programme Options

### CORPORATE PROGRAMME

Available to any technology, telecommunications, or technology services-related organisation. Corporate participation is led by an Executive Sponsor (typically the senior marketing or services marketing executive in the organisation) and designed to support the Executive Sponsor's marketing team.

Corporate participation provides personal access for the Executive Sponsor and his/her team to ITSMA's marketing insight, leadership community, and advisory guidance.

Corporate participation also includes unlimited access for anyone in the organisation to ITSMA's online research library of marketing research, thought leadership, tools, and new approaches; regular web briefings; and special member rates for ITSMA events, workshops, and add-on services.

### ADDITIONAL TEAM PROGRAMME

Available to any regional, functional, or business unit team within an existing Corporate member company. Additional team participation is designed to support a second Executive Sponsor and his/her team with access to ITSMA's personalised advisory support and leadership community and services.

*Note: All programme participants receive principal support by an ITSMA team based in North America or Europe.*

### ANNUAL PROGRAMME TERMS AND CONDITIONS

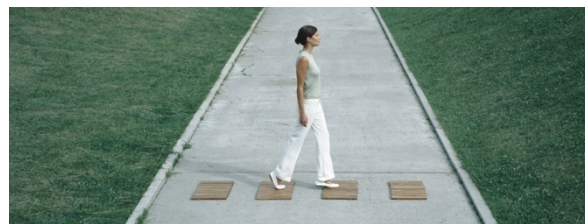
- The annual Programme term begins on the nearest quarterly start date (January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, October 1<sup>st</sup>). Or as agreed on the completed, authorised agreement form.
- Programme fees are due immediately upon joining or renewing membership with ITSMA.
- Members must designate an Executive Sponsor to serve as lead management representative to ITSMA. Executive Sponsors are typically the senior marketing or services marketing executive.
- Members may also designate a Membership Coordinator to serve as the programme liaison for membership activities.
- Members may also register unlimited staff to receive individual passwords to ITSMA's Online Library.
- Cancellation of the Programme during the year will forfeit any outstanding fees.
- ITSMA will make best efforts to deliver services in a reasonable timescale, however, ITSMA has the sole right to refuse to deliver member services to a member if the said services can not be delivered by ITSMA before expiry of the membership year.

### NONDISCLOSURE STATEMENT

- ITSMA and the Member 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 fulfil the obligations under this agreement.
- Neither ITSMA nor the Member shall publish, release, or otherwise make available to any other party the proprietary information or materials without specific written authorisation from the other party.

### ONLINE ACCESS TERMS AND CONDITIONS

- ITSMA's Online Library includes all archived ITSMA publications previously distributed as part of the programme. Access to sponsored (multiclient) research reports and custom research studies are not included.
- Employees at ITSMA Member companies are eligible to register online for individual passwords for the Online Library; passwords cannot be transferred or used by others.
- Online access passwords are only available upon full payment of the Programme fees and will terminate upon nonrenewal.
- All documents in ITSMA's Online 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 ITSMA research reports within their organisations but not externally.
- Information from the Online Library cannot be stored or displayed permanently within any Intranet site of any Member company without a separate written agreement with ITSMA.



Visit [www.ITSMA.com/Europe](http://www.ITSMA.com/Europe)

### CONTACT US

ITSMA Membership, on +[44] (0)118 903 6117  
ITSMA Europe, Atlantic House  
Imperial Way Reading, RG2 0TD, United Kingdom

## ANNUAL PROGRAMME FEES

Programme fees are based on **total** company-wide revenue for the most recent financial reporting year. Where an organisation already has a Corporate Programme with ITSMA, then additional regional European support is accessible using the Additional EU Team Fee.

### Fees for European Support Programmes

Category	Total Revenue	Corporate Programme Fee	Initiation Fee	Corporate Credit Bank	Additional Team Fee	Additional Team Credit Bank
1	> €7.5B	€25,000	€3,000	22	€17,000	20
2	> €750M	€20,000	€2,500	17	€13,500	15
3	< €750M	€15,500	€2,000	13	€10,500	11

## ITSMA SERVICES

ITSMA offers a flexible approach to European Programme support by allowing members to choose how you work with ITSMA. Whether you are a Corporate or an Additional Team European member, you will receive the ITSMA Foundation Services Portfolio as shown below.

### Foundation Services Portfolio

ITSMA Services	
Online Library Access	Inclusive, as part of Corporate Programme
Ask ITSMA	
Online Briefings	

You will also receive the personal support of an ITSMA Member Engagement Director who will work with you and your teams to ensure you get the most out of your programme.

## CHOOSE THE ITSMA SERVICES THAT FIT

In addition to the ITSMA Foundation Services provided globally, as a Corporate or Additional Team Programme member you may choose which additional services you receive depending on your Category and ITSMA Credit Bank.



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## ANNUAL PROGRAMME CREDITS

In addition to your Foundation Services Portfolio of benefits, you may choose a number of services from the list below by utilising your ITSMA Credit Bank.

Credits must be used within the current annual programme year and cannot be carried over. Once all credits have been used, further credits may be purchased by contacting ITSMA.

ITSMA Services	Price per Service	ITSMA Credit per Service
Thought Leader Series—per seat per meeting	€350	0.5
Insight Session	€7,000	10
Inner Circle Meeting—one seat, per meeting	€700	1
Roundtable—per seat per meeting	€350	0.5
Best Practice Information and Update Session	€2,800	4
Competency Assessment—up to 12 staff	€2,800	4

Actual prices quoted are for guidance only and may be varied for specific events or activities.

Additional ITSMA credits may be purchased at any time throughout the Programme year, either individually to help fund a chosen activity, or in blocks.

ITSMA Credits	Price Per Credit
1	€700
5	€3,150 (10% discount)

ITSMA credits may be used to partly purchase services outside the traditional annual programme arrangement. The number of credits used at any time, to part-pay for additional items will be agreed solely by ITSMA on a case-by-case basis. At the present time, this includes:

- ITSMA One-day Workshops
- Rapid Research
- Customised Training courses
- Event Sponsorships

## ITSMA European Services

### ITSMA THOUGHT LEADER SERIES

ITSMA Thought Leader Series seminars replace the conventional annual forum style event and provide short, information-packed presentations on the chosen topic. They are usually held towards the end of a working day so as not to interfere with your daily routine.

### ITSMA INSIGHT SESSION

The ITSMA Insight Session is a hands-on half day of bespoke consulting or workshop facilitation provided by ITSMA consultants to help you develop, progress and solve a specific issue. Your Member Engagement Director will work with you to choose the best way of delivering the Insight Session to maximise its value.

### INNER CIRCLE MEETING

The ITSMA Inner Circle meetings are small select gatherings and networking events, usually of no more than 12 members, who come together to discuss and share viewpoints on a particular topic. Attendance is normally restricted to Executive Sponsors to ensure that senior perspectives are deployed in debate and discussion. Members are asked to share their experiences and are able to learn from the experience and insights of their peers.

### ROUNDTABLE MEETING

The ITSMA Roundtables are seminars and discussion groups of usually no more than 30 attendees; sometimes hosted by an ITSMA member. A particular topic of common and practical interest is presented and discussion is encouraged to develop the topic further. Roundtables will also commonly include presentation of best practice from one or more members.

### PROFESSIONAL DEVELOPMENT

Our proprietary research based sales and marketing training workshops enable attendees to takeaway specific, personal, action oriented goals for improving on the job performance.

The ITSMA Professional Diploma in Marketing for Business Services and Solutions provides a global qualification and industry standard for marketers.

### CONSULTING

ITSMA bespoke marketing services provide additional options for accessing solutions and marketing expertise. Our consulting and custom research capabilities are rooted in the ITSMA Marketing Framework which outlines our strategic approach to marketing.

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ITSMA works with many of our members as an extension of their own marketing teams.

### BEST PRACTICE INFORMATION AND UPDATE SESSION

To keep you and your team up-to-speed on IT Services Marketing, ITSMA has introduced a Best Practice Information and Update session where we can provide an update on recent ITSMA market research, case studies and best practice in a hands-on presentation to your team; making sure you are aware of the latest ideas and methodologies in Services Marketing and how they are being used.

### COMPETENCY ASSESSMENTS

The ITSMA Services Marketing and Solutions Marketing Competency Assessments are self-completion surveys allowing you to review the skills within your team and benchmark them against other member companies.

### RAPID RESEARCH PROJECT

The ITSMA Rapid Research team can conduct quantitative phone surveys with clients and prospects in tight timescales to support critical decision-making.

### SPECIAL INTEREST COUNCIL MEMBERSHIP

The ITSMA Special Interest Group Councils usually meet twice per year and twice online. Their Memberships are strictly controlled in numbers and allows ITSMA members to develop their own knowledge and IP in the Council of choice. Currently ITSMA runs a Solutions council, and an Account-Based Marketing (ABM) council. Information and IP is developed within these specialist meetings and shared confidentially amongst the Council membership. POA.



# European Member Programme Details

**Online Form Instructions** 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.

**Company Name:** \_\_\_\_\_

Category: \_\_\_\_\_ **Membership Start:** the annual programme term begins on the nearest quarterly start date (January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, October 1<sup>st</sup>) or as agreed in the nominated month;

Corporate Programme Fee: \_\_\_\_\_ dd/mm/yyyy

Initiation Fee (*new companies only*): \_\_\_\_\_  JAN  APR  JUL  OCT

Additional EU Team Fee: \_\_\_\_\_

Special Interest Council Fee/s: \_\_\_\_\_

**Total:** \_\_\_\_\_

## BILLING INFORMATION

ACCOUNTS PAYABLE CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ COUNTY/REGION \_\_\_\_\_

POST CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

## PAYMENT (DUE UPON RECEIPT)

Authorised Purchase Order. Purchase Order # \_\_\_\_\_

If registered in Europe, a VAT number is required. Please inform ITSMA if reverse charging applies. # \_\_\_\_\_

Wire Transfer (contact ITSMA Accounting for details)

Cheque Enclosed – Payable to ITSMA in Euros.

Visa  MasterCard

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ [DD/MM/YYYY]

CARDHOLDER NAME \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

COUNTY/REGION \_\_\_\_\_ POST CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE [The email you've sent with this attached document is your legal signature authorising the membership.] \_\_\_\_\_ DATE \_\_\_\_\_ [DD/MM/YYYY]

## CORPORATE PROGRAMME

### Executive Sponsor

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ DEPT/DIVISION \_\_\_\_\_

ADDRESS 1 \_\_\_\_\_

ADDRESS 2 \_\_\_\_\_

CITY \_\_\_\_\_ COUNTY/REGION \_\_\_\_\_

POST CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

**I have read, authorised, and agree to abide by the terms and conditions stated herein for this Programme.**

SIGNATURE [The email you've sent with this attached document is your legal signature authorising the membership.] \_\_\_\_\_ DATE \_\_\_\_\_ [DD/MM/YYYY]



**Programme Coordinator**

In addition to an Executive Sponsor, corporate members may designate a Programme Coordinator to serve as programme liaison for daily programme activities. This may be the Executive Sponsor or a member of his/her team.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_ DEPT/DIVISION \_\_\_\_\_  
ADDRESS 1 \_\_\_\_\_  
ADDRESS 2 \_\_\_\_\_  
CITY \_\_\_\_\_ COUNTY/REGION \_\_\_\_\_  
POST CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

**ADDITIONAL TEAM PROGRAMME**

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

**Second Executive Sponsor**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_ DEPT/DIVISION \_\_\_\_\_  
ADDRESS 1 \_\_\_\_\_  
ADDRESS 2 \_\_\_\_\_  
CITY \_\_\_\_\_ COUNTY/REGION \_\_\_\_\_  
POST CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

*I have read, authorised, and agree to abide by the terms and conditions stated herein for this programme.*

SIGNATURE [The email you've sent with this attached document is your legal signature authorising the membership.] \_\_\_\_\_ DATE \_\_\_\_\_ [DD/MM/YYYY]

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