

## ASSOCIATE PROGRAM

*Available to technology, telecommunications, professional services, or technology services-related organizations. 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.

*Online Form Instructions: First, save this document to your hard drive. To fill out this form, 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.*

### 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 \_\_\_\_\_



# 2012 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	\$7,500
B	< \$100M	\$5,000

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

Category: \_\_\_\_\_ Annual Start:  JAN  APR  JUL  OCT

Corporate Fee: \_\_\_\_\_

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 # \_\_\_\_\_

Wire Transfer (contact ITSMA Accounting for details, Ext. 116)

Check Enclosed – Payable to ITSMA in \$USD (ITSMA Tax ID 04-2706960)

## 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, 91 Hartwell Avenue, Lexington, Massachusetts 02421-3137 USA

Offering		Price	\$ / €
<b>Additional Team Option–Europe</b>	<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, customized Insight Time, a dedicated Engagement Director, and Ask ITSMA advisory time. Please see page 2 of the 2012 Program Agreement for applicable fee.	From €17,000 to €10,500	€
<b>Executive Councils</b>	<input type="checkbox"/> Solutions Council (by invitation only)	\$7,500	
	<input type="checkbox"/> Account-Based Marketing Council (by invitation only)	\$7,500	\$
Purchase <b>Advance Event Seats</b>	<input type="checkbox"/> Pre-paid client event pricing <i>(Can be applied to any event during the 12-month program)</i>	\$10,000	\$
<b>Rapid Research</b>	<input type="checkbox"/> Fast, affordable, market-based research—on a topic of your choice	\$34,995	\$
<b>2011 Professional Services Brand Tracking Study [Available December 2011]</b>			
<b>Global Study</b>	<input type="checkbox"/> US, UK, France, Germany, Australia, and Brazil	\$40,000	\$
<b>US-only Study</b>	<input type="checkbox"/> US	\$25,000	\$
<b>Europe-ROW Study</b>	<input type="checkbox"/> UK, France, Germany, Australia, and Brazil	\$30,000	\$
<b>Optional Briefing</b>	<input type="checkbox"/> Optional web or in-person briefing	\$5,000	\$
<b>2012 Professional Services Brand Tracking Study Sponsorship [Study begins Spring 2012]</b>			
<b>Global</b> (US, UK, France, Germany, and an additional country)	<input type="checkbox"/> Primary Sponsor	\$55,000	\$
	<input type="checkbox"/> Secondary Sponsor	\$40,000	\$
<b>US-Only</b>	<input type="checkbox"/> Primary Sponsor	\$32,500	\$
	<input type="checkbox"/> Secondary Sponsor	\$22,500	\$
<b>Europe-Only</b> (UK, France, Germany, and an additional country)	<input type="checkbox"/> Primary Sponsor	\$37,500	\$
	<input type="checkbox"/> Secondary Sponsor	\$27,500	\$
<b>Optional Briefing</b>	<input type="checkbox"/> Optional Web or in-person briefing for Secondary Sponsors	\$5,000	\$
<b>Intranet License</b>	<input type="checkbox"/> PS Brand Tracking Study Intranet License	\$5,000	\$
<b>ITSMA Event Sponsorship</b> <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	\$
		<b>Total</b>	\$ <input type="checkbox"/> € <input type="checkbox"/>

### MAIL TO/SHIP TO

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

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

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 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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