



Member Benefit Program Application

For use by vendors wishing to promote products/services at a discounted rate to members of the New Jersey Society of CPAs.

VENDOR INFORMATION—Please print or type.

Contact Person(s) _____ Title _____

Vendor/Company _____

Address _____

Phone _____ Fax _____ Website _____

Email _____

PRODUCT/SERVICE INFORMATION—Please feel free to submit brochures or samples.

Formal name of product/service _____

Date Company was founded _____

Nature of product/service _____

What is the benefit to NJCPA members? _____

Target Audience(s) All members Members in Management, Business & Industry

Members in Public Accounting Public Accounting Firms or Industry Companies

Student Members Other _____

Will the Society receive non-dues revenue, for example, based on member participation? No Yes, please explain.

Is your product available to others? No Yes, Who? _____
How? _____

What is the regular price? _____ Member Price/Discount Percentage _____

Is your product available at this special price elsewhere? No Yes If yes, where? _____

Anticipated Market Penetration: Year One _____ Year Two _____

Anticipated Society Revenue: Year One _____ Year Two _____

Please explain how members would order/use your service. Include usage of special ID, phone number, online ordering information, etc. *Please note: At no time should NJCPA be responsible for order or payment processing.* _____

MARKETING STRATEGY

- Your product will be highlighted online at www.NJCPA.org and will feature the NJCPA Member Benefit Logo.
- Please submit samples of marketing materials and budget plan for review. Telephone, email and fax solicitations are not permitted.
Do you intend to market through direct mail? No Yes, Mailing Frequency: Annual Semi-Annual Quarterly
Target Mailing Date _____ Number of pieces in mailing? _____
- All marketing materials must be approved by NJCPA prior to distribution.
- NJCPA Member Benefit vendors are required to spend a minimum of \$5,000/year on paid advertising and/or sponsorships with the NJCPA. **Our advertising and promotional menu is listed below, please indicate which you are interested in:**
 - New Jersey CPA*, bi-monthly magazine offering four-color or black and white display advertising.
 - PULSE*, NJCPA bi-weekly member e-newsletter.
 - www.NJCPA.org*, Digital Advertising, Connect advertising (member to member forum).
 - Exhibitor/Conference Sponsorship Packages.
 - Premier Event Sponsorships: The NJCPA Convention & Expo.
 - MultiMedia Advertising.

➤ For more information, please review the NJCPA Business Development Opportunities on our website: www.NJCPA.org/advertising.

REFERENCES

Please list any State CPA Societies your product/program is offered to below:

Contact Name	State	Phone	Client Since

Please list at least three additional references below.

Contact Name	Company	Location	Phone	Client Since

Feel free to describe below or submit any additional information about your company’s history, reputation, quality of service, etc.

NJCPA MEMBER BENEFIT POLICIES & PROCEDURES

APPLICATION. All vendors must submit an application to the New Jersey Society of CPAs (NJCPA) in order to be considered as a Member Benefit Provider.

APPROVAL/NOTIFICATION. The Business Development Department will review all applications and forward its recommendation to the COO for approval. You will be notified in writing regarding the decision.

NJCPA MEMBER BENEFIT AGREEMENT. Vendors must sign the *NJCPA Member Benefit Agreement* to initiate program. The agreement will outline the NJCPA and vendor responsibilities, royalty provisions, renewal and termination procedures, governing laws, indemnification and liability.

MARKETING PLAN. All products and services will be marketed under a vendor-developed detailed marketing plan to be approved by NJCPA. All offers must be mailed in separate, self-contained mailings. Vendors who offer their products or services on a regular basis must obtain approval for each mailing regardless of whether or not changes have been made in the direct mail piece since the previous mailing. All mailing lists are sent to a third party mailing house for a one-time use. The mailing lists are confidential and are not to be shared or sold for other purposes and Mailing Agreement must be completed and signed.

ADVERTISING. NJCPA Member Benefit vendors are required to spend a minimum of \$5,000/year on paid advertising and/or sponsorships with the NJCPA as outlined above. Details will be outlined in the *NJCPA Member Benefit Agreement*.

VENDOR’S STATEMENT

I have read the above **NJCPA Member Benefit Policies & Procedures** section and have completed this application in compliance with said policy. Our organization is responsible for all costs related to the marketing of our product including postage, labor, envelopes and paid advertising or sponsorships. Furthermore, our organization is responsible for all order and payment processing as well as distribution. I understand the decision of the COO is final.

Signature _____ Date _____

Printed Name _____ Title _____

SUBMISSION INFORMATION

Return to: NJCPA Business Development Department ♦ 425 Eagle Rock Avenue, Suite 100 ♦ Roseland, NJ 07068-1723

Phone: 973-226-4494 ♦ Fax: 973-226-7425 ♦ Email: mprice@NJCPA.org

The approval process requires at least 45 days.

For more information about the New Jersey Society of CPAs, visit www.NJCPA.org.