



Agency Membership Application

2012

Membership Eligibility

Membership in ASMC is open to sales & marketing agencies that provide services to clients and that meet eligibility requirements on the next page. Applicants, by their signatures below, confirm that they:

1. Have been in business a minimum of 12 months and have a reputable standing in their marketplace.
2. Agree to provide information to ASMC to validate membership eligibility requirements.
3. Agree to adhere to the principles embodied in the ASMC Code of Ethics.

COMPANY INFORMATION

Company Name _____
 Address 1 _____
 Address 2 _____
 City, ST Zip Code _____
 Phone (_____) _____
 Fax (_____) _____
 Website http://_____

List up to 2 applicant contacts:

Name _____	Name _____
Title _____	Title _____
Address 1 _____	Address 1 _____
Address 2 _____	Address 2 _____
City, ST Zip _____	City, ST Zip _____
Phone (_____) _____	Phone (_____) _____
Fax (_____) _____	Fax (_____) _____
Email _____	Email _____

2012 Dues and Contributions*

Agency Membership Dues:

International - \$500
 Under \$1 million in revenues - \$1,000
 Over \$1 million in revenues - \$2,500
 Over \$5 million in revenues - \$25,000 \$_____

Recommended Voluntary Charter Contribution:

Under \$5 million in revenues - \$1,000
 Over \$5 million in revenues - \$10,000 \$_____

Voluntary Contribution to ASMC Foundation:

For agency research, education, and training \$_____

Total Enclosed \$_____

* Dues payments are not deductible as charitable contributions; however, they are deductible as ordinary trade or business expenses. Voluntary contributions to the ASMC Foundation will be used in research, education and training of sales and marketing agencies and their trading partners and are deductible as charitable contributions. Charter contributions will be used to fund the reactivation expenses of the Association. All Charter and Foundation Contributors will be appropriately recognized. All information submitted on the application is maintained as confidential.

Note: Checks should be made **payable to ASMC or the Association of Sales & Marketing Companies.**

Tax ID No. 20-8594020

Remit Payment to: Assoc. of Sales & Marketing Companies
 Attn: Barry Maloney, CFO
 5225 Wisconsin Ave NW, Suite 316
 Washington, DC 20015-2055

 Officer Name

 Title

 Signature

 Date

CONTINUED ON BACK



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Member Eligibility

Any firm engaged in the business of a "sales and marketing agency" that meets ASMC eligibility requirements can become a member ("Member") of the Association. A "sales and marketing agency" is defined as an independent sales and marketing agent for and on the account of sellers of food and non-food products that is neither employed by or affiliated with a trade buyer, and does not act for or on behalf of a trade buyer, and is not subject to such buyer's direct or indirect control. Membership is available only to firms and not to the individuals affiliated with a firm. "Affiliated" is defined as having an ownership interest in another person or entity.

To satisfy the requirements of membership, each Applicant shall agree to be bound by the Code of Ethics of the Association and the ASMC Bylaws (copies available by request), have responsibility for showing that it complies with the definition of a sales and marketing agency, and that it does not have the power or authority to control or regulate the price or terms of sale of a product to or for the Applicant's advantage or benefit, except in connection with its own bona fide export or import operation or by having an ownership interest in a principal. Each Applicant must demonstrate it has a good and reputable standing as a sales and marketing agency. The Applicant must have been engaged in the sales and marketing business, without substantial change in ownership interest, for at least one year before application. All Applicants must agree in writing to permit the Association, its employees and its agents to consult with persons who may have knowledge of the Applicant's qualifications for membership, and to obtain information deemed relevant to such inquiry.

ASMC CODE OF ETHICS

WHEREAS, Sales & Marketing Agency members ("Agencies") of the Association are committed to create and deliver supply chain efficiencies and best practices by collaborating with manufacturer/suppliers; and

WHEREAS, the Agency, through long-established performance, has proven to be the most effective method for delivering sales, marketing and merchandising services; and

WHEREAS, the Agency is the best informed and the most capable industry representative in each market;

NOW, THEREFORE, every Agency should adhere in good faith to the following principles of this Code:

1. **HONESTY AND INTEGRITY.** The foundation of the Agency's business is honesty and integrity. Agencies should loyally and faithfully serve their Clients and always deal fairly with their Clients' customers. No Agency should engage in any inconsistent or irreconcilable activity, or knowingly permit any transaction to occur through their Agency which is not fair to Clients and customers alike.
2. **COMPETITION.** The use by an Agency of any unfair or deceptive methods or tactics in competition with another Agency, whether for their Clients or for their Clients' customers, is unacceptable. Agencies support the principle that all Clients shall have freedom of choice in the selection of the manner of bringing their products to market.
3. **INDEPENDENCE.** The nature of the industry dictates that no Agency shall, without the consent of its Client, be employed by, owned by, or controlled by or have an ownership interest in any Client's customer while at the same time representing Client. Such relationships are inconsistent with the Agency's capacity to fairly and honestly serve Clients and to deal equitably with all customers.
4. **CONFIDENTIALITY.** Since Agencies often possess confidential information concerning their Clients, faithful service to their Clients and reliable guidance to the Clients' customers cannot be guaranteed if actions and opinions are tainted by breaches of confidentiality.
5. **COMPLIANCE.** Agencies should cooperate with governmental agencies in every proper way.
6. **DISPUTES.** All Agencies should accept the principle of arbitration in disputes between themselves and their Clients or the Client's customers.