



# NJCPA

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

\_\_\_\_\_ Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ 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)	<input type="checkbox"/> All members	<input type="checkbox"/> Members in Management, Business & Industry
	<input type="checkbox"/> Members in Public Accounting	<input type="checkbox"/> Public Accounting Firms or Industry Companies
	<input type="checkbox"/> Student Members	<input type="checkbox"/> 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 in NJCPA publications and online at [www.NJCPA.org](http://www.NJCPA.org) and will feature the NJCPA Member Benefit Logo.
- Any and all marketing materials must be approved by NJCPA.
- 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 opportunities are listed below, please indicate which you are interested in:**
  - New Jersey CPA*, bi-monthly magazine offering four-color or black and white display advertising.
  - Connect Advertising, NJCPA Member to Member Forum.
  - PULSE*, NJCPA e-newsletter that goes out every other week.
  - [www.NJCPA.org](http://www.NJCPA.org), banner advertising.
  - Exhibitor/Conference Sponsorship Packages.
  - Premier Event Sponsorships: The NJCPA Annual Convention & Expo (rates vary by opportunities available).
- For more information, please review the NJCPA Business Development Opportunities on our website: [www.NJCPA.org/advertising](http://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 program provider.

**APPROVAL/NOTIFICATION.** The business development department will review all applications and forward its recommendation to the executive director 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.

**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. Our program requires a minimal time commitment from NJCPA staff. I understand the decision of the executive director is final.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

## SUBMISSION INFORMATION

**Return to: NJCPA Business Development Department ♦ 105 Eisenhower Parkway, Suite 300 ♦ Roseland, NJ 07068**

**Phone: 973-226-4494 ♦ Fax: 973-226-7425 ♦ Email: [mprice@njcpa.org](mailto: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](http://www.njcpa.org).*