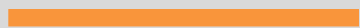




# PROPOSAL FOR SERVICES

ADVANTAGE ASSOCIATION MANAGEMENT COMPANY  
PREPARED FOR: NATIONAL SOCIETY of IT SERVICE PROVIDERS  
MAY 17, 2023



WWW.ADVANTAGEMEDIASERVICE.COM  
GRANITE BAY, CALIFORNIA

## ADVANTAGE ASSOCIATION MANAGEMENT COMPANY

Thank you for considering Advantage AMC for your association management needs. We specialize in working with trade and professional associations.

We originally established Advantage Media, Inc. in 2005 as a media buying company working with both non-profit and for profit organizations. We quickly narrowed our scope to the non-profit and government contract arenas. While working with the California Public Utilities Commission (CPUC), an opportunity presented itself to manage the Los Angeles Paralegal Association (LAPA). What started out as a small part time opportunity grew into a full time proposition.

As LAPA grew in members so did our responsibilities for the association. We were able to streamline administrative processes, increase finances and grow attendance at the annual conference. My first day with LAPA, in 2005, happened to be at their annual conference where they had twelve exhibitors and just over a hundred attendees. Last year, the 2022 Annual Conference was sold out with thirty five exhibitors and over three hundred attendees.

Over the years we realized that association management is truly our calling. As we've added more associations to our roster, we've stopped pursuing advertising clients in order to give the proper attention to our associations. In 2017 we changed our name to Advantage AMC to reflect this new focus.

I believe what sets us apart from other AMCs is the level of care we provide for each client. There's a saying, "It's not personal, it's strictly business". Nothing could be further from our truth. If we're conducting business, it will always be personal. Whether you reach out to me or any one of the Advantage team, you will be given the personal attention you deserve.

If you have any questions, please don't hesitate to let me know.

Thank you,

A handwritten signature in black ink that reads "Tracey Booth". The script is fluid and cursive, with the first letters of each word being capitalized and larger than the others.

Tracey Booth  
Advantage AMC  
tracey@advantagemediaservice.com  
(916) 791-9000 (office)  
(916) 837-3332 (mobile)

## General Office and Administrative Tasks

A strong emphasis on day to day administrative tasks enables every association to run smoothly. Advantage AMC staff is available to answer calls and emails Monday through Friday and strives to return any messages within one business day. If requested, we can provide NSITSP with a dedicated phone line. You can rely on our clear communication with board members, general members, stakeholders and the public.

Advantage AMC works hard to ensure the association's insurance and other administrative purchases are competitive in the market. We're often able to lower the cost of products and services with our combined AMC purchasing power.

## Executive Board Support and Committee Meeting Attendance

NSITSP will have ongoing support at Board and Committee meetings. This will typically be the same person each month so that a strong collaborative bond can develop. We also offer board training, leadership mentoring and board culture development.

Each association has their own bylaws to define their voting process. We will work with NSITSP to ensure that voting deadlines are met and all eligible members are included. Through our Association Management Software (AMS) we create and monitor electronic voting. This system has increased voting by members an average of 33%, allowing quorum to be met without having to extend voting deadlines.

The Advantage AMC team supports committee work, both with individual committee chairs and the committees as a whole. We recognize that collaboration with all of the NSITSP committees is important.

## Financial Management

Advantage AMC utilizes QuickBooks for financial management of our associations. You can feel confident in our daily bookkeeping, invoicing, payables, receivables, timely reconciliation and monthly preparation of financial reports. Good financial stewardship, coupled with sound budget planning, allows us to help our clients maintain positive financial growth. We feel that a strong relationship with the association treasurer is crucial to fulfilling NSITSP's financial needs and goals.

## Membership Support and Communication

Communication is key in any organization. Advantage AMC focuses on keeping the members and other key stakeholders aware of membership issues and concerns. Using an Association Management Software (AMS) keeps our associations on track, automatically renewing members on their anniversary date. Our AMS is also the communications hub, allowing us to monitor email campaign's open and click through rates, increase meeting attendance and promote all aspects of your growing association.

## Marketing

Our rich history in advertising helps us promote the Association's message using a variety of means. Consistent branding across email, newsletters, social media and the NSITSP website will all be used to communicate with members and the public. Whether it's an upcoming event, membership drive or scholarship offering, strong and concise communication campaigns will help NSITSP thrive and fulfill its mission.

## Website Maintenance and Online Presence

Advantage AMC works with Wix, Squarespace, Wild Apricot, Memberclicks and WordPress. We are also adept at managing video files (Vimeo, Youtube, etc), online stores and social media platforms.

## Channel Management

Managing relationships with retailers, vendors, and manufacturers takes careful planning. Advantage AMC will work with your association to create channel architecture that lays out the association's collaborative goals between members and other stakeholders.

We would love to create a plan to coordinate events that members are attending across the country to give NSITSP the widest presence possible. We can also design trade show graphics and marketing collateral (postcards, brochures, business cards, etc.) that can be easily shipped to members for distribution at events.

## Event Management

You can trust Advantage AMC to run your quarterly meetings from start to finish. From creating the registration and distributing materials to uploading the finished recording to the NSITSP website. We can post to your social media and Youtube channel, as well. Attracting new members and keeping current members engaged is what it's all about.

## The Future of the National Society of IT Service Providers

Attending the 2nd quarter All Members Meeting gave me an exciting glimpse into the future of NSITSP. Your idea to create an online space and provide content for members to share at industry meetings they attend, through their own social media accounts and with other IT professionals is a proactive growth strategy that we would like to facilitate. The upcoming Media Relations Training program appears to be the first step in a well thought out plan to give members a cohesive message and the right tools to speak to the media. When NSITSP trains its members to be content messengers that are available to media outlets, it lends weight to the association and will make NSTISP a trusted resource for information and comment regarding breaking news in the IT world.

Having read "The Nine Pillars" that inspired NSITSP, I understand it to be the foundation on which the association will grow and develop. We've used several of the pillars to grow one of our associations with remarkable results. This client's industry required registration for all Legal Document Assistants (LDA) at the county level. Beyond that, nothing was required of them. The association, who's mission statement "Setting the Standard...Education, Ethics, Excellence", wanted to attract and retain the very best of their industry. We created an education program and included it with a paid membership. Members were required to complete 15 hours of continuing legal education (CLE). And their members were hungry for it. It expanded their knowledge, increased the services they could offer and helped their businesses thrive. In time, we were able to help pass legislation requiring 15-hours CLE for all renewing LDAs in California. Paid membership has more than doubled since that time. Members and non-members alike attend online monthly education programs, an annual conference and in-person seminars throughout the year. Advantage AMC also helped this same association create a Professional Standards Certification program with a testing site and a digital badge upon completion.

As your association grows and decides to hold an annual conference or trade show, we are here to help you. Advantage AMC has produced educational conferences and seminars as well as banquets, fundraisers and golf tournaments. We are experienced in virtual and in-person events. There are two parts to every great conference: the administrative and experiential. We are experts in both. Strong administration is critical in having a smooth and successful conference. We ensure online registration is easy to navigate and that staff support is available as needed. Engaging speakers, relevant topics and a few fun surprises make our attendees come back year after year. We can help negotiate meeting venue contracts, meet with vendors and work with sponsors. No detail is too large or too small. Whether it's hand holding through an online registration or making sure there are vegan dining options available, we are team players that will ensure every attendee feels cared for and has a great conference experience.

The National Society of IT Service Providers is at the beginning of its journey and has made great strides in a short time. As business owners, you understand all of the background activity that allows your business to operate. The same goes for an association. Let us take care of the background activity so you can stay focused on NSITSP's mission.

# COST/RATE STRUCTURE

The monthly rate for full AMC services is \$6000.00

**Integrity**

**Excellence**

**Accountability**

**Inclusivity**

**Collaboration**

