

# Marketing Opportunities to Other Chapter Members and Their Employees

As an Associate Member in the ESM Association, you may market your company's products and/or services to the other member companies in this chapter. To assist you in your marketing efforts, a sales contact list has been prepared for your use so that you will know the companies that have memberships, as well as the contact information for each company. In addition, the following guidelines have been identified to ensure your marketing success:

- 1 Associate Member agrees to extend offers to all association members regardless of company size.
- 2 Associate Member agrees to contact the Discount Committee Chairperson at least seven days PRIOR to chapter meeting when Associate Member requests inclusion of special discount offers during the announcement segment at the monthly chapter meeting.
- 3 Associate Member agrees to periodically bring promotional handout materials for the table maintained at chapter meetings. Associate Member further agrees to collect remaining promotional materials after the meeting is over unless other provisions have been made.
- 4 Associate Member agrees to provide sufficient advance notice of promotional offering to the other chapter members so as to allow them ample time to promote the offers to their employees.
- 5 Associate Member agrees to offer other chapter members at least the best discount which is offered by their company; and preferably, a better discount than is available anywhere else. The greater the percentage of discount, the more promotion the Associate Member will receive from the other chapter members to their employees.