

2008 ASID INDUSTRY PARTNER
MEMBERSHIP APPLICATION

ASID

Join the largest and most established organization for interior designers as an ASID Industry Partner.

The single best way to market to interior designers!

ASID is a community of people committed to interior design. Our members include practicing interior designers, interior design students, interior design educators and industry representatives.

With more than 40,000 members, ASID boasts

- » The largest number of practicing commercial interior designers
- » The largest number of practicing residential interior designers
- » The largest number of emerging interior design professionals
- » The largest number of interior design students

By joining ASID as an Industry Partner, your company will develop relationships with interior designers that will expand the specification of your product or service in the built environment.

How to join ASID

STEP 1: Select the category of membership that suits your company's needs (pg. 3).

STEP 2: Fill out the Industry Partner membership application (pgs. 5–6).

STEP 3: Mail or fax your application with membership fee to ASID.

Mail: ASID
ATTN: APPLICATIONS
608 MASSACHUSETTS AVE., NE
WASHINGTON, DC 20002-6006

FAX: ATTN: APPLICATIONS
(202) 546-3240

STEP 4: We review your application.

Once your application and dues payment are received at ASID headquarters, all information is reviewed for completeness and appropriate qualifications. Once approved, you will be notified via a welcome e-mail with your membership number and then sent a New Member Kit in the mail. This process may take two to three weeks.

STEP 5: Go online!

Log on to www.asid.org to print your proof of membership, update your contact information and access the online member directory.

STEP 6: Get involved with your chapter!

Your chapter will contact you shortly after you receive your New Member Kit; however, please do not hesitate to initiate the contact as soon as you receive notification of membership acceptance. Chapter information can be found at www.asid.org under "Locate a Chapter."

MEMBERSHIP YEAR: The Industry Partner membership fee covers 12 months of membership. The Main Representative on the membership will receive a renewal invoice for the company membership.



Member benefits for all categories

- » Access to the largest number of interior designers in the United States
- » Opportunities to market your company's products and services through ASID chapter and Society events
- » Direct access to commercial and residential interior designers from every subspecialty
- » Interactive listing in the online Industry Partner Directory at www.asid.org/product
- » Company listed as an Industry Partner in chapter directories and Web sites
- » Complimentary placement on the logo rotator at www.asid.org
- » Subscription to *ASID ICON*, the Society's bimonthly magazine
- » Subscription to *ASID NewsFlash*, the Society's biweekly electronic newsletter
- » Subscription to *IP Insider*, the Society's quarterly electronic newsletter for IP members and representatives
- » Sponsorship opportunities for Society events and publications
- » ASID Industry Partner window sticker available from your local chapter
- » Use of the ASID Industry Partner logo for marketing pieces
- » Discounted advertising rates in *ASID ICON*
- » Discounted rates on membership mailing list rentals
- » Access to the ASID Job Bank, including free internship postings
- » Use of the ASID Industry Partner appellation:
 Industry Partner Member (Company): ABC Company, Industry Partner of ASID
 Industry Partner Representative (Individual): Jane/Jon Doe, Industry Partner Representative of ASID

CATEGORY 1: For the national company interested in reaching all 48 chapters

Special benefits for Category 1 members	Complimentary uses of full ASID mailing list
	Annual Category 1 printed directory in <i>ASID ICON</i>
	Complimentary product placement opportunities in the "Industry" section of <i>ASID ICON</i> magazine and at www.asid.org
	ASID Industry Partner Plaque
Number of representatives included in membership	49
Annual membership dues	\$6,000
Application fee	Waived for this category of membership
Number of additional representatives or chapters that can be added for \$150 each	unlimited

CATEGORY 2: For the regional company interested in reaching several chapters

Special benefits for Category 2 members	Industry Partner frameable certificate
	Complimentary product placement opportunities in the "Industry" section of <i>ASID ICON</i> magazine and at www.asid.org
Number of representatives included in membership	Two
Annual membership dues	\$725
Application fee	\$25
Number of additional representatives or chapters that can be added for \$150 each	29

CATEGORY 3: For one company representative interested in involvement in his or her area's chapter

Special benefit for Category 3 members	Industry Partner frameable certificate
Number of representatives included in membership	One
Annual membership dues	\$400
Application fee	\$25
Number of additional chapters that can be added for \$150	One additional chapter only. Note that this membership is for one person only. No additional representatives may be added at this category of membership.

Information and pricing valid 12/31/08.

ASID Industry Partner Code of Ethics and Qualifications

1.0. PREAMBLE

Companies and organizations participating as ASID Industry Partners are required to conduct their business in a manner that will command the respect and confidence of interior designers, fellow Industry Partner members and the general public. It is the responsibility of every Industry Partner to uphold this code and to maintain standards of business and financial conduct that will reflect in a responsible manner on the Society, the profession and the industry.

2.0. RESPONSIBILITY TO THE PUBLIC

- 2.1. An Industry Partner shall conform to existing laws, regulations and codes governing business procedures and practices as established by the state or other jurisdiction in which the company conducts business.
- 2.2. An Industry Partner shall at all times consider the health, safety and welfare of the consumer and the general public as it relates to the products and services it provides.
- 2.3. An Industry Partner shall act with fiscal responsibility and maintain sound business relationships to ensure products and services that meet industry standards.
- 2.4. An Industry Partner shall not engage in any form of false or misleading advertising or promotional activities and shall not imply through advertising or other means that staff members or employees of its company are qualified interior designers unless such be the fact.
- 2.5. An Industry Partner shall not assist or abet improper or illegal conduct of anyone in connection with his or her products and/or services.

3.0. RESPONSIBILITY TO THE DESIGNER

- 3.1. An Industry Partner will be accurate and honest in the representation of its products and services.
- 3.2. An Industry Partner shall be candid and truthful in all of its professional communication.
- 3.3. An Industry Partner shall not imply through advertising or other means that its staff or its employees are members of the Society unless they do have that status.
- 3.4. An Industry Partner shall not initiate any discussion or activity that might result in an injury to an ASID member's reputation or business relationship.

4.0. RESPONSIBILITY TO OTHER INDUSTRY PARTNERS

- 4.1. An Industry Partner representative shall not initiate any discussion or activity that might result in an unjust injury to another company's reputation or business relationship.

5.0. RESPONSIBILITY TO THE SOCIETY AND THE PROFESSION

- 5.1. An Industry Partner agrees to maintain standards of professional conduct that will reflect in a responsible manner on the Society and the profession.
- 5.2. An Industry Partner shall encourage and contribute to the sharing of ideas and information among the industry, interior designers, other allied professional disciplines and the general public.
- 5.3. An Industry Partner shall offer support, encouragement and information to students of interior design.
- 5.4. An Industry Partner shall encourage its personnel to fully comply with this code.
- 5.5. An Industry Partner is encouraged to become involved in community projects that enhance and improve the quality of life for all people.

6.0. ENFORCEMENT

- 6.1. The right to terminate Industry Partner membership at the end of the calendar year is reserved for the ASID Industry Advisory Council (IAC), which will determine that the company has ceased to comply with applicable membership criteria during such year, provided that the concerned company is afforded the opportunity to present its position in writing to the IAC before the decision is made and provided further that any adverse decision is approved by the Society's Executive Committee.

The Industry Partner category is composed of firms engaged in supplying equipment, products or services to the Profession. Such firms may become participants in the Industry Partner program under the following requirements:

- 1) An Industry Partner may have a retail component to their business but must demonstrate the existence of a specific "to the trade" program in the way of a dedicated sales representative, discount program, etc.
- 2) An Industry Partner may provide design services but they must charge for those services. No Industry Partner member may provide design services for free to the general public.
- 3) All aspects of an Industry Partner's business must be in accordance with the objectives for the Design profession as set forth by ASID.
- 4) Industry Partners may be removed from the membership by vote of the IAC should they be found to be in violation of the above requirements.



ASID Industry Partner Application

Incomplete applications will be returned to applicant. Print clearly in black ink or type.

Main contact name*

Company name (as it will appear in all ASID listings)

Street address

City State Zip Country

Phone Fax

E-mail

Web address

Chapter (Please select a chapter from the list located at www.asid.org or one will be assigned by address/zip code.)

*The main contact is the point person at your company who will manage the membership.

FOR CATEGORY 1 AND 2 MEMBERS ONLY

Please list the name and complete address of each additional representative from your company. The addresses you supply will determine the ASID chapters with which the representatives will be affiliated. **Please use page 7 of this application for any additional representatives' names and addresses.**

Name

Street address

City State Zip

Phone Fax

E-mail

Chapter (Please select a chapter from the list located at www.asid.org or one will be assigned by address/zip code.)

revised 10/06

ASID staff and volunteer leaders will provide appropriate information related to your membership through the most prevalent and cost-effective technologies available to the Society including, but not limited to, e-mail, fax, phone and mail. Please e-mail membership@asid.org if you would like to opt out of any or all of these methods. Note that by opting out of communication methods you may miss important announcements of ASID benefits and events.

Information and pricing valid 12/31/08.

ASID Industry Partner Application

(continued)

CATEGORY	MEMBERSHIP FEE	APPLICATION FEE	TOTAL
CATEGORY 1	\$6,000		\$
CATEGORY 2	\$725	\$25	\$
CATEGORY 3	\$400	\$25	\$
	Additional representatives or chapters x \$150 Note: For Category 3 membership no additional representatives can be added. Only one chapter may be added.		\$
TOTAL			\$

- Check (make payable to ASID)
 MasterCard
 Visa American Express

Card # _____

Exp. date _____

Full name on card _____

Signature _____

We hereby apply for corporate membership as an Industry Partner of the American Society of Interior Designers. We understand that should such status be granted, we are bound by the section of the ASID Bylaws pertaining to the ASID Industry Partner Code of Ethics and Qualifications.

Authorized signature _____ Date _____

Type or print name _____ Title _____

Please indicate the principal products and/or services provided by your company.

(If applicable, choose no more than one.)

- | | | |
|--|---|---|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Distributor | <input type="checkbox"/> Marble/Granite/Stone |
| <input type="checkbox"/> Acoustical Ceilings/Sound Masking | <input type="checkbox"/> Doors | <input type="checkbox"/> Mattresses |
| <input type="checkbox"/> ADA Compliant Products | <input type="checkbox"/> Drapery/Blinds/Shutters | <input type="checkbox"/> Paint |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Fabrics | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Flooring | <input type="checkbox"/> Pianos/Musical Instruments |
| <input type="checkbox"/> Art | <input type="checkbox"/> Framing | <input type="checkbox"/> Plants/Landscaping |
| <input type="checkbox"/> Artisan/Craftsman | <input type="checkbox"/> Furniture, Commercial | <input type="checkbox"/> Plumbing/Fixtures |
| <input type="checkbox"/> Audio-Video/Electronics | <input type="checkbox"/> Furniture, Residential | <input type="checkbox"/> Reproductions |
| <input type="checkbox"/> Cabinetry | <input type="checkbox"/> Glass/Mirrors | <input type="checkbox"/> Restoration |
| <input type="checkbox"/> Carpet/Rugs | <input type="checkbox"/> "Green" Products | <input type="checkbox"/> Services |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Hardwood Flooring | <input type="checkbox"/> Textile Protection |
| <input type="checkbox"/> Cleaning Services/Products | <input type="checkbox"/> HVAC/Air Circulation | <input type="checkbox"/> Tile |
| <input type="checkbox"/> Construction/Contractor/Millwork | <input type="checkbox"/> Home Theater/Music/Game Rooms | <input type="checkbox"/> Upholstery |
| <input type="checkbox"/> Computer/Software Services/Web Design | <input type="checkbox"/> Laminates/Solid Surfacing | <input type="checkbox"/> Wall Coverings |
| <input type="checkbox"/> Custom Storage Solutions | <input type="checkbox"/> Liaison/Design Center/Showroom | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Decorative Details | <input type="checkbox"/> Lighting | <input type="checkbox"/> Window Films |
| <input type="checkbox"/> Delivery/Moving | <input type="checkbox"/> Linens/Bedding | <input type="checkbox"/> Other _____ |

Using no more than **120** characters, including spaces, describe your business.

HINT: Your tag line should identify your company to designers so they will be able to tell what products/services you provide.

Please check this box if you would like to be contacted about discounted advertising opportunities in *ASID ICON* magazine.



ASID Additional Representative Form

Incomplete applications will be returned to applicant. Print Clearly in blank ink or type.

Please use this form to add representatives to your company membership or change information for existing representatives. Should the number of representatives exceed that indicated for your company's level of membership, include **\$150** for each individual added. This form may be photocopied to include as many representatives as your company requires.

Representative name

Company

Street address

City State Zip

Phone Fax

E-mail

Chapter (Please select a chapter from the list located at www.asid.org or one will be assigned by address/zip code.)

Representative name

Company

Street address

City State Zip

Phone Fax

E-mail

Chapter (Please select a chapter from the list located at www.asid.org or one will be assigned by address/zip code.)



American Society of Interior Designers
608 Massachusetts Ave NE
Washington, DC 20002
www.asid.org