

**METRO MIDRANGE SYSTEMS ASSOCIATION**

# **Vendor Opportunities Packet**

Membership Advantages  
Speaking Opportunities  
Advertising Opportunities

Advertiser's Material Distribution Opportunities  
Advertisers Spotlight in the Midrange Monthly

P.O. Box 168273  
Irving, TX 75016-8273

[www.MetroMidrange.org](http://www.MetroMidrange.org)

# **METRO MIDRANGE SYSTEMS ASSOCIATION**

## **Organization Information and Advertiser Benefits**

### **Group History**

Metro Midrange Systems Association was formed in February 1989 from the merging of the Greater Fort Worth 34/36 Users Group (established in October 1985) and the West Texas 38 Users Group (established in May 1985). The D/FW Midrange Professional Users Group (established January 1980) also joined MMSA in May 1995. Today, the MMSA has gone back to its original roots in supporting users of the IBM iSeries (AS/400) computer systems with over 100 individual member and non-member attendees and over 35 corporate members in the DFW metropolitan and surrounding area.

### **MMSA Statement of Purpose**

The objectives of the MMSA are to promote and expand the education, knowledge and skills of its members; to encourage free exchange of IBM iSeries (AS/400) skills, technical information and problem solving techniques; and to provide adequate communication to keep members abreast of current events related to the use of IBM iSeries (AS/400) computer systems.

### **MMSA Meeting Schedule**

The MMSA conducts meetings on the 3<sup>rd</sup> Tuesday of each month at the DFW Airport North Marriott, located at Highway 114 and Freeport Parkway. Meeting times are normally at 6 p.m. with registration at 5:30 p.m. A meal is included for a fee however members may attend free without a meal.

### **MMSA Membership Benefits**

MMSA members receive MMSA's "Midrange Monthly", a newsletter that informs members of upcoming meeting topics and includes technical tips and articles. Other benefits include: a membership packet which contains a directory of MMSA members, current year calendar of events, membership certificate, and much more; discounted rates to all MMSA meetings and special events; ability to attend COMMON's spring and fall conferences under MMSA's membership number, and advertising discounts in the "Midrange Monthly".

### **Advertiser Benefits**

Advertisers in MMSA's "Midrange Monthly" are allowed to place information, brochures, or business cards at each monthly meeting on a specially marked "MMSA Advertisers" table. Your information will be placed next to a copy of your current month advertisement to allow MMSA members and visitors to pick up more information on your company or products (no price lists are allowed).

MMSA also spotlights an advertiser each month in the "Midrange Monthly" publication. This is available for advertisers who advertise for 6 months or more at a time.

### **Contact Information**

For more information on becoming a member of Metro Midrange Systems Association, please see the MMSA website at <http://www.MetroMidrange.org> or send an email to [membership@MetroMidrange.org](mailto:membership@MetroMidrange.org).

# METRO MIDRANGE SYSTEMS ASSOCIATION

## Meeting Presentation Opportunities

Metro Midrange System Association holds 11 regular meetings during the year. Our meeting format allows our members a variety of topics and speakers. We welcome local and national speakers to our meetings, as well as vendors.

If your company would like to present a topic at one of our meetings, please fill out the form below and mail to the address provided. All topics must be generic, no sales pitches are allowed. You are provided space at the entrance to the meeting facility to place information about your company and products (no price lists are allowed), but no active distribution of promotional material is permitted.

### Company Information

Contact Name:	
Company Name:	
Company Address:	
Phone Number:	Fax Number:

### Presentation Topic

Topic:
Speakers Name:
Speaker's Title:
Speakers Background:

Please complete this form and return to:

Director of Programs  
Metro Midrange Systems Association  
P.O. Box Box 168273  
Irving, Texas 75016-8273

# **METRO MIDRANGE SYSTEMS ASSOCIATION**

## **Advertising Guidelines and Information**

### **Advertisement Content**

MMSA is an information/education organization first and foremost. MMSA's goal is to not draw employees away from companies that are paying for memberships into our organization. Advertisements will be accepted soliciting employment if they are not job specific, or describing job types or positions. No specifics. MMSA reserves the right to refuse any advertisement.

### **Advertisement Format**

You should submit your ad to MMSA in electronic format using the JPG or TIF format. Arrangements will need to be made through MMSA's Director of Advertising to send your ad in any other form or to have it scanned for publication. If you are advertising for more than one month and would like a different ad to run each month, please submit a copy for each month with the months clearly defined. You are welcome and encouraged to submit a new ad each month. Please check the Copy Deadlines below to insure that we will receive your ad on time.

### **Payment Deadline**

MMSA must receive your payment for all months you have selected "in full" preceding the start of your advertisement. NO EXCEPTIONS.

### **Copy Deadline**

The deadline for ad additions or changes is the 1<sup>st</sup> of each month preceding your selected advertisement month. Exceptions will need to be organized through MMSA's Director of Advertising.

### **Circulation Information**

The current and previous editions of "Midrange Monthly" newsletter is currently hosted on the MMSA website for a term of not less than 8 months for all members and interested parties to download and read. The download rate is an approximately 150 downloads during the first month and over 500 downloads during the first 6 months.

### **Contact Information**

All arrangements or questions regarding your advertisement should be made through MMSA's Director of Advertising via email at [advertising@metromidrange.org](mailto:advertising@metromidrange.org).

All advertisements may be sent via email to [advertising@metromidrange.org](mailto:advertising@metromidrange.org) or may be mailed on diskette or CD along with payment to:

Director of Advertising  
Metro Midrange Systems Association  
PO Box 168273  
Irving, Texas 75016-8273

# METRO MIDRANGE SYSTEMS ASSOCIATION

## Advertising Rates



<b>Business Card Size</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Width	3 3/8 inches	<b>Rate per issue</b>	\$15	\$13	\$11	\$9
Height	2 3/16 inches					
		Total for Ad	\$15	\$39	\$66	\$108



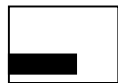
<b>Quarter Page Size</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Width	3 3/8 inches	<b>Rate per issue</b>	\$25	\$22	\$19	\$16
Height	4 5/8 inches					
		Total for Ad	\$25	\$66	\$114	\$192



<b>Half Page Size</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Width	7 inches	<b>Rate per issue</b>	\$45	\$40	\$35	\$30
Height	4 5/8 inches					
		Total for Ad	\$45	\$120	\$210	\$360



<b>Full Page Size</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Width	7 inches	<b>Rate per issue</b>	\$80	\$70	\$60	\$50
Height	9 1/2 inches					
		Total for Ad	\$80	\$210	\$360	\$600



<b>Meeting Announcement Postcards</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Width	3 3/4 inches	<b>Rate per issue</b>	\$60	\$55	\$50	\$45
Height	3/4 inches					
		Total for Ad	\$60	\$165	\$300	\$540

*(Minimum of 150 postcards mailed first class to registered attendees of MMSA functions)*

### Additional Charges/Discounts



<b>Irregular Size Ad</b>		<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>	<u>12 Issues</u>	
Charged per		<b>Rate per issue</b>	\$2.00	\$1.75	\$1.50	\$1.25
Square inch						
		Total for Ad	\$2.00	\$5.25	\$9.00	\$15.00

Please specify desired height and width in 10<sup>th</sup> of an inch on the application. Your ad will be sized to the dimensions you specify so please be precise.

### **MMSA MEMBER DISCOUNT**

**MMSA Members                      Discount per Issue                      10% of Issue Rate**

If your company is a member of Metro Midrange Systems Association, a discount can be taken from the issue rate (excluding additional charges.)

# METRO MIDRANGE SYSTEMS ASSOCIATION

## Advertising Application

### Company Information

Company Name:	
Company Name:	
Company Address:	
Phone Number:	Fax Number:

### Advertisement Information

<b>Please select your advertisement 'Start Date':</b>		
1)	2)	3)
(Please give us 3 choices... we will try to work in your first choice.)		

Advertisement Size	No. of Months	Issue Rate	Advertisement Total
<b>Sub-Total</b>			
MMSA Membership Discount		10%	
<b>Total Due</b>			

Please complete this form and mail with a check covering all months of your advertisement to:

Director of Advertising  
 Metro Midrange Systems Association  
 PO Box 168273  
 Irving, Texas 75016-8273

*MMSA reserves the right to refuse any advertisement*

# MEMBERSHIP APPLICATION

METRO MIDRANGE SYSTEMS ASSOCIATION  
P. O. Box 168273  
Irving, Texas 75016-8273  
[www.MetroMidrange.org](http://www.MetroMidrange.org)

Application Type:       Change of Address       New Membership       Membership Renewal

Membership Number:	Date Submitted:
Name: <span style="float: right;"><input type="checkbox"/> List on MMSA Web Site</span>	
Company Name: <span style="float: right;"><input type="checkbox"/> List on MMSA Web Site</span>	
Company Address:	
Title:	Phone No:
Primary Email Address:	
Secondary Email Address:	

System/Quantity:    iSeries (AS/400) \_\_\_\_\_    pSeries (RS/6000) \_\_\_\_\_    LAN \_\_\_\_\_    PC \_\_\_\_\_

Size of Company (in employees):	0-49	50-99	100-499	500+
Size of Staff (in employees):	0-4	5-14	15-49	50+

**TYPE OF MEMBERSHIP:**       Corporate                       Individual                       Publications  
    Corporate Sponsored       Prepaid                               Student

**PAYMENT METHOD:**               Check Enclosed  Bill Me

Membership in the Metro Midrange Systems Associates is open to anyone interested or involved with the IBM iSeries (AS/400) computer system. Meetings are held the 3<sup>rd</sup> Tuesday of each month. The location, presentation topic, and all other MMSA information can be found on the MMSA website at [www.MetroMidrange.org](http://www.MetroMidrange.org).

Memberships are priced per year and expire on March 31<sup>st</sup>. Dues are prorated through this date if joining after April 1<sup>st</sup>. To calculate dues, decide what month you want the membership to begin. Count the number of months through March, then multiply by the monthly rate. Email the MMSA membership director if there are any questions at [membership@metromidrange.org](mailto:membership@metromidrange.org).

**CORPORATE:                                      Annual Dues \$180 (\$15 per month)**

A multiple membership owned by the corporation. The corporation designates up to five (5) representatives with one designated as the voting representative. This membership has one (1) vote, cast by the representative, and is eligible for Association office, held by the representative. Other benefits: Membership packet, reduced MMSA meeting fees for all representatives, and one copy of all publications.

**CORPORATE SPONSORED:                      Annual Dues \$72 (\$6 per month)**

A single membership owned by the corporation. The corporation designates one representative. This membership has one (1) vote, and is eligible for Association office. Other benefits: Membership packet, reduced MMSA meeting fees for the representative, and one copy of all publications.

**INDIVIDUAL:                                      Annual Dues \$72 (\$6 per month)**

A single membership owned by an individual. This membership has one (1) vote, and is eligible for Association office. Other benefits: Membership packet, reduced MMSA meeting fees for the representative, and one copy of all publications.

**PREPAID:                                      Annual Dues \$250 (available only on April 1<sup>st</sup>)**

A single membership owned by an individual or corporation. This membership has one (1) vote, and is eligible for Association office. Other benefits: Membership packet, free MMSA meetings (dinner included), and one copy of all publications.

**PUBLICATIONS:                                      Annual Dues \$36 (\$3 per month)**

A single membership owned by an individual outside the DFW area. This membership has no vote and is not eligible for Association office. Includes one copy of all publications.

**STUDENT:                                      Annual Dues \$36 (\$3 per month)**

A single membership owned by an individual. Student enrollment must be verified. Member has no vote and is not eligible for Association office. Other benefits: Membership certificate, reduced MMSA meeting fees for the representative, and one copy of all publications.

# Metro Midrange Systems Association

## Code of Ethics

June 16, 1992 \* Revised September 19, 1995

### Introduction

This Code of Ethics for the Metro Midrange Systems Association, hereinafter referred to as MMSA, has been adopted to promote and maintain fair dealing and reasonable conduct at all MMSA activities. Adherence to the Code is required for membership in MMSA or participation in any MMSA activities, and any violation of the Code may be punishable in accordance with MMSA's by-laws. The Board of Directors shall review and may amend the Code from time to time in order to ensure that it is consistent with commonly recognized and accepted principles of fair conduct.

### Statement of Principles

1. At all MMSA activities, the by-laws and Code of Ethics of MMSA shall be strictly observed and enforced.
2. All information provided through MMSA activities is proprietary and confidential and shall not be published or reported on by MMSA members or participants in MMSA activities, without prior written approval of the Board of Directors.
3. Use of MMSA activities for the purpose of soliciting business, employees or employment is strictly prohibited. For example, the following are prohibited at MMSA activities:
  - vendor-initiated sales contacts with attendees
  - vendor hospitality suites
  - vendor displays without prior written approval of the Board of Directors
  - vendor sales presentations at any MMSA activities
  - the distribution or posting of sales notices or price lists of any type
  - the distribution or solicitation of employment applications or resumes
4. During or in conjunction with any MMSA activity, an individual may not promote a product or service from which the individual or the individual's organization will gain any direct or indirect monetary benefit, without prior written approval of the Board of Directors.
5. Use of MMSA activities to pursue any grievances between MMSA members or participants and scheduled speakers or guests is strictly prohibited.
6. Any grievances between MMSA members, directors, or members and directors concerning conflicts of interest or job functions within MMSA shall be resolved by the Board of Directors.
7. No information obtained through the MMSA may be used for the purpose of solicitation.