

AMS OVERVIEW

PULLING TOGETHER WITH
ONE GOAL IN MIND. **YOURS.**



THE PROFESSIONAL ASSOCIATION MANAGEMENT **LEADERS** TURN TO...

When They Are Ready to Lead an Industry.



OPEN NETWORKING
FOUNDATION



I E T F



UNIVERSITY OF
SAN FRANCISCO

School of Law
McCarthy Institute for
Intellectual Property
and Technology Law



GAMING STANDARDS





THE AMS ADVANTAGE

Who we are

- ✓ AMS is a small boutique firm focused on the unique needs of corporate based technology fora. (Est.1997)
- ✓ We are known for our “high touch” customer service
- ✓ We are AMC Institute Certified.

Why we are different

- ✓ Fully dedicated and accountable staff that knows you and your organization.
- ✓ Our job is to meet your needs without expensive overhead.
- ✓ We make budgeting easy with a flat monthly fee. We won't nickel and dime you.



THE **AMS** ADVANTAGE

Expertise

- ✓ AMS has close to 20 years of time-tested experience starting and managing forums. We understand what it takes to be successful

Dedicated Staff Model

- ✓ Working with the Board, AMS's leverages internal resources to provide a turnkey solution

Scalability

- ✓ AMS provides services without the expensive overhead associated with a self-staffed model. No facility costs, no HR related headache and expenses, no hardware expenses, etc.... We simply meet your membership needs



START UP SERVICES OFFERED

Pre Launch and Founders Support

- ✓ Nearly two decades experience in starting up forums

Critical Organizational Templates

- ✓ Bylaws and IPR best practice guidance
- ✓ Antitrust policy template
- ✓ 501(c) 6 Filing
- ✓ Articles of Incorporation
- ✓ CA Tax exempt status



BUILDING SUCCESSFUL INDUSTRY INITIATIVES

Membership Recruitment and Retention

- Provide complete membership services to facilitate growth and stability of the organization.

Financial Services

- Budget creation and management, yearly audits, and monthly financial reporting

Meeting Planning

- World-class meeting planning services, web-based registration and A-Z coordination and facilitation

Association Resources Online (ARO)

- Internally-developed web solution for standards development, balloting, member communications, calendaring and other committee/member collaborative needs.

BRINGING OPERATIONAL EXPERTISE TO THE TABLE..

Program Coordination and Facilitation

- Board, Marketing and Technical committee support

AMS Event Services

- Experienced internal group with worldwide relationships for the planning and implementation of cost-effective meetings, trade shows and plugfests.

Publication Capabilities

- Experience editing and publishing technical standards documents.

Certification Programs

- Experience facilitating logo programs and other technology certification initiatives.



MEMBERSHIP SERVICES

- ✓ **Member and prospect database management**
- ✓ **Membership application verification and approval**
- ✓ **Membership renewal management**
- ✓ **Membership information dissemination**
- ✓ **Membership surveys**



FINANCIAL SERVICES

- ✓ **Detailed monthly financial statements**
- ✓ **Coordinate year-end audits or reviews**
(fee billed separately)
- ✓ **Budget development**
- ✓ **Annual tax returns** (fee billed separately)
- ✓ **Expense management**
- ✓ **Income processing including merchant account and wire management**
- ✓ **Online payment processing**
- ✓ **Investment coordination**



AMS EVENT SERVICES

An internal team you can tap into for any size event. . .held anywhere

- Conference, trade show and meeting planning
- Project planning and contract negotiation
- Web-based registration services
- Session and speaker coordination
- Site inspection and selection
- Budget creation/management
- Post-event analysis



ASSOCIATION RESOURCES ONLINE (ARO)

The web-based communication tool specifically designed for associations seeking a proven foundation for technology standards development and rapid membership growth.

- Hosted by AMS. Customized and scalable to your needs.
 - ✓ Standards development
 - ✓ List management
 - ✓ Document management and archiving
 - ✓ Meeting registrations
 - ✓ Member communications
 - ✓ Calendaring and balloting
 - ✓ Project management



BRINGING IT ALL TOGETHER

AMS offers the following services to help launch Your Alliance.

Together we create a successful industry initiative.

- **Start up services**
- **Membership services**
- **Executive Committee management and support**
- **Financial management**
- **Certification program management**
- **ARO tool and website/ mail list hosting and maintenance**



WHY AMS IS HOME TO **INDUSTRY LEADERS**

- ✓ **Association management is our only business**
- ✓ **Dedicated and experienced staff leveraging internal service groups**
- ✓ **Sophisticated document and communication tools**
- ✓ **Experience starting up, building and supporting leading associations**



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