

How Does an Agency Become a Member of AMIN Asia Pacific? (AAP)

The policy of AMIN, from its founding, has been one of restricted membership, embracing agencies of strong local standing in important major geographical areas. An agency wishing to be considered for membership submits its qualifications by filling out the standard AMIN application form, a copy of which follows this page.

In the case of AMIN Asia Pacific, the guidelines for admitting a member are as follows:

“Applicants for membership to the 1st Tier shall be recognized advertising agencies which are found to be important factors in the advertising agency business in their communities, serving a representative group of clients, and which meet the standards of the local official association of accredited advertising agencies (although membership in such regulating bodies is not required).

Applicants shall be admitted upon approval by the AAP President and at least one member of the Executive Committee. Membership is granted on a year-to-year basis. A review will be conducted at the close of each calendar year before renewal membership is granted to an AAP member (1st, 2nd, or 3rd Tier) for the following year.

Upon approval, Membership Fees for the new year-term must be paid in advance before 30th January of that year, whereupon a new Membership Certificate will be issued to the renewed member.

The right of approval for an application either for first membership or renewal membership is solely vested in the AAP President and the AAP Executive Committee. No reason need be given for any application not approved. In the event a renewal application is not approved, the Member is deemed to have terminated his/her membership on the last day of the calendar year in question and all rights and privileges falling under the said membership shall cease forthwith and the member concerned shall have no claim of any description whatsoever on AAP or the AMIN Worldwide organization.

Applicants for 2nd/3rd Tier Membership must meet the criteria set for their respective categories of vocations or business disciplines and will be admitted upon the recommendation of the 2nd/3rd Tier Chairman and approval by the AAP President, or (in the latter’s absence) by a AAP Vice President duly empowered by the AAP President.

The same terms and conditions for 1st Tier members, as set out above, will equally apply to 2nd/3rd Tier members.

Subscription/Membership Fees

Subscription/Membership Fees are payable in full, regardless the month or date a member enrolls. For example, a member joining the AAP Network (any of the three Tiers) in the month of November will pay the same first-year subscription as one seeking membership earlier on in the year.

Criteria for Admission:

Applicants must be...

1. Completely independent, not belonging to any international organization in their respective fields of business;
2. Professional and suitably qualified and staffed in their respective fields of business to the standards set by their local professional bodies;
3. Financially sound and stable;
4. Of the utmost professional and moral integrity, upholding the ideals and ethics of good business principles and management;
5. Prepared to divulge in full the information requested for in the Membership Application/Renewal Form;

Other Fixed and Optional Costs

In addition to the initial fee and the annual dues, each agency member must also plan to pay the cost of sending at least one agency principal to the annual management conference or meeting.

- a) Each agency is expected to make its own travel arrangements and to pay for the tickets of each of its members attending.
- b) The cost of the conference (speakers, meeting rooms, promotion materials, annual dinner, etc.) if pro-rated equally among the agencies. Each member agency is charged one share of the cost of conducting the annual meeting. If, for some unusual or unforeseen reason, an agency cannot send a delegate to the annual meeting, or cancels out at the last minute, the agency is still responsible for a share of the annual meeting costs.
- c) Each agency pays directly for hotel accommodations for its own people and for all meals, except, convention-scheduled meals and coffee breaks, where such are costed into the convention package.
- d) Members of AMIN North America and/or AMIN Europe joining AAP events will pay their own airfares, hotel accommodations, meals, recreation bills (if any) and a share of the convention costs, as they would their own network functions.

- e) Spouses and children of members are welcome, where there are provisions to accommodate spouses and children. All identifiable extra costs incurred by spouses and children of members, such as meals or recreational activities, will be billed to each agency involved.

(2nd and 3rd Tier Members must make similar provisions, as appropriate, where there are such network events which require their mandatory presence/participation. Such events, as and when applicable, will be informed to them either by the AAP President or the 2nd/3rd Tier Chairman – either directly or through the Local Chapter Chairperson, depending on the circumstances.)

Head-to-head competition between two or more AMIN agencies for the same prospective account **is permitted** under the following conditions:

1. If the account is not currently represented by one of the competing AMIN agencies in an agency-of-record relationship.
2. If the account has made it clear to the AMIN agency-of-record that it is moving its business elsewhere through a review process.

On agency promotional mailings, most members restrict themselves to their own marketing area. However, there is no limitation and they should take care to exclude mailings to other AMIN agencies' clients.

If an AMIN agency is losing an account and is aware of it, they may wish to advise another AMIN member who is qualified. Likewise, if a member hears about an account being open but is unable to handle it, they are encouraged to refer it to another AMIN member who could.

(*AAP's policy is to limit its 1st Tier membership to one member per city. Membership to the 2nd and 3rd Tiers is similarly limited to one member per classification per city. Additional members will be accepted only with prior consent of the existing member in the particular city and/or classification. In this way, by mutual consent, AAP has had two 1st Tier members in Sydney and Tokyo since June 1996.)

Application for 1st Tier Membership in
 AMIN Asia Pacific
 (Advertising & Marketing International Network)

Applications for membership are accepted without commitment on the part of the Firm or Network, subject to review and recommendation by the President and the Executive Committee. All information submitted will be held in the strictest confidence.

Name of Agency _____
 Telephone _____
 Facsimile _____
 Website _____
 Address _____

Branch Office Locations (if any)

1st Official Contact: _____

Title: _____

2nd Official Contact: _____

Title: _____

When was the Business Established: _____

Was there a Predecessor Agency? (If YES, Give name and explanation)

Is Your Agency: () Corporation () Partnership () Proprietorship

Partners & Officers	Title	Age	How Long With Agency?

Total number of Employees on Payroll (including Owners)? _____

What Departments or Specialized Personnel Do You Have?

What Media Recognitions and Association Memberships Do You Have?

How Many Active Clients? _____

List Four Biggest Clients (In Terms of Income to Agency)	How Long Served?

Approximate Percentage of Income in Following Media:

Magazines		Radio	
Newspapers		Television	
B to B Publications		Online	
Direct Mail		Outdoor & Transportation	
Other		Point of Sale, Collateral	

Total Capitalized Billing Last Fiscal Year? _____

Estimated Capitalized Billing Current Fiscal Year? _____

Offices held in Civic or Advertising Groups by Key Agency Executives or Owners?

The Information Above is Submitted as Accurate to the Best of My Knowledge:

Signed

By: _____

Title _____ Date: _____