

# Trade Membership for SMBs

**Reach thousands of potential customers.  
Your success begins with AIIM Membership.**

By joining AIIM as a *preferred solution provider*, you multiply the number of end users that your company is able to reach on its own. AIIM membership affords enormous visibility for your company and the information management products and services you provide by forming a direct link to **AIIM's 65,000+ unique member community** with **your news, your customer case studies, and your product information.**



Your company will realize tremendous, quantifiable gains via its affiliation with AIIM. At the same time, you support the growth of the industry and educate/enable your own team of business development professionals. Your very own dedicated AIIM marketing strategist will help you leverage every marketing dollar.

## **Benefits of AIIM Trade Membership:**

- 1.** Complimentary [Professional Membership](#) for you or one designee.
- 2.** Exclusive invitation to quarterly analyst briefings on end-user [research](#) statistics and their implications for your go-to-market strategies.
- 3.** Post your press releases and receive unlimited [press coverage](#) on [www.aiim.org](http://www.aiim.org) (57,000 unique monthly visitors.) and in our biweekly [eNewsletter](#) "GetSmart at AIIM" (40,000+ subscribers).
- 4.** Post your [company white papers and customer case studies](#) on [www.aiim.org](http://www.aiim.org)
- 5.** Highlight your solutions in AIIM's online Buyer's Guides for [ERM](#) and [E2.0](#). Other communities will be coming soon.
- 6.** List your company in AIIM's online [Solution Provider Locator](#) - where customers come to make purchase decisions.
- 7.** Submit your customers for the annual [AIIM Best Practices Award](#).
- 8.** AIIM Preferred Solution Provider logo for use on your Web site and company collateral.
- 9.** Submit an "[8 Things You Need to Know About Information Management](#)" article to top industry blog: [Digital Landfill](#).
- 10.** Engage in AIIM communities on [FaceBook](#), [LinkedIn](#), and our new [ERM](#) and [E2.0](#) communities.
- 11.** 15% off posting of jobs in the [AIIM Job Center](#).
- 12.** 10% discount on AIIM [B2B marketing programs](#) that include online and in-person events, email and Web-based promotion, market research and custom content.

**MAIN CONTACT NAME**

TITLE

COMPANY / ORGANIZATION

ADDRESS

DEPARTMENT/MAIL STOP

CITY STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY

PHONE FAX

E-MAIL

X

SIGNATURE (REQUIRED)

**SECONDARY CONTACT NAME** (MARKETING AND/OR PUBLIC RELATIONS)

TITLE PHONE EMAIL

**FINANCE CONTACT NAME**

TITLE PHONE EMAIL

X

**PERSON TO RECEIVE COMPLIMENTARY PROFESSIONAL MEMBERSHIP**

TITLE PHONE EMAIL

**\$750 USD Trade Membership Dues for SMBs**

(Annual revenue must be below \$3 million.)

**Payment Options** (Credit Card or Check):

Check \_\_\_\_\_ Check # \_\_\_\_\_

Charge \_\_\_\_\_ (USD only)

Visa  MasterCard  American Express

CREDIT CARD # EXP DATE

NAME ON CARD (PLEASE PRINT)

SIGNATURE (REQUIRED)

**1. What is the PRIMARY BUSINESS ACTIVITY performed by your organization?**

(Check only one)

**FOR SUPPLIERS of Technology Products & Services**

- Manufacturer (Hardware, Software, Peripherals)
- Service Bureau/Service Company
- Application Service Provider (ASP)
- Business Process Outsourcing

**FOR CONSULTANTS, SYSTEMS INTEGRATORS, & THE CHANNEL**

- Consultant
- Systems Integrator
- Value-Add Distributor (VAD)
- Value-Add Reseller (VAR)

**2. Please select the appropriate APPLICATIONS and TECHNOLOGIES for your products and/or services.**

(Choose all that apply)

**CAPTURE**

- Document Imaging
- Check Imaging
- Document Imaging Software
- Film-based Imaging
- Imaging Toolkit
- Scanners

**Forms Recognition**

- Data Capture
- Forms Design/Creation
- Forms Processing Software
- Remittance Processing
- Unstructured Forms Processing

**Recognition**

- Barcodes
- Handwriting Recognition
- Intelligent Character Recognition
- Optical Character Recognition
- Optical Mark Recognition
- Voice Recognition

**Data Entry**

- Data Entry
- Distributed Capture
- Other - Capture

(please specify) \_\_\_\_\_

**MANAGE**

- Business Intelligence
- Business Process Management
- Business Process Modeling
- Classification/Taxonomy
- Collaboration (i.e. wiki, social networking)
- Digital Asset Management
- Document Management
- Electronic Records Management
- Email Management
- Enterprise 2.0
- Enterprise Application Integration (EAI)
- Enterprise Content Management
- Information Governance
- Knowledge Management
- Portal
- Records Management
- SaaS (Software as a Service)

- Search/Index
- SOA (Service Oriented Architecture)
- Standards
- Web Analytics
- Web Content Management
- Web Services
- Workflow
- Other - Manage

(please specify) \_\_\_\_\_

**STORAGE/PRESERVE**

- Data Warehousing/Mining
- File Format/Compression
- Flash Memory
- Information Lifecycle Management
- Jukeboxes / Robotic Library
- Legacy Data Migration
- Media - CD-DVD
- Media - COM
- Media - Magnetic Optical
- Media - Tape
- Media - WORM
- Microform - Microfilm/Microfiche
- Online Storage
- RAID
- SAN/NAS
- Other - Store/Preserve

(please specify) \_\_\_\_\_

**DELIVER**

- COLD/Enterprise Report Management (ERM)
- Data Transformation
- eDiscovery
- Electronic Bill Presentment/Payment
- FAX
- Localization/Globalization
- Personalization
- Print Systems/Utilities
- Streaming Media/Webcasting
- Syndication (RSS, Atom)
- Viewing Media
- Visualization Tools
- Web Services
- Wireless
- XML
- Other - Deliver

(please specify) \_\_\_\_\_

**SECURITY**

- Digital Rights Management
- Digital Signatures
- Encryption
- Public Key Infrastructure
- Other - Security

(please specify) \_\_\_\_\_

**APPLICATIONS**

- Accounts Payable/Receivable
- Application Monitoring Tools
- Case Management
- Claims Processing
- Compliance
- Customer Relationship Management (CRM)
- Disaster Recovery/Continuity
- E-Learning/Distance Learning
- Enterprise Resource Planning (ERP)
- Human Resource Management
- Mailroom Automation
- Marketing/Sales Automation
- Project Management
- Supply Chain Management
- Transaction Processing
- Other - Applications

(please specify) \_\_\_\_\_

You can expect to hear from AIIM 1 week after receipt of your application and payment.

For questions call AIIM at 301-587-8202 or 800-477-2446 Federal ID Number: 52-0810190

Contributions or gifts to AIIM are not tax-deductible as charitable contributions. However, they may be tax-deductible as ordinary and necessary business expenses.

**MAIL:** (Check in US Dollars Only)

AIIM International

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