



# ALLEGHENY COUNTY MEDICAL SOCIETY

713 Ridge Avenue • Pittsburgh, PA 15212  
p: 412.321.5030 • f: 412.321.5323  
[www.acms.org](http://www.acms.org)

Thank you for requesting information on becoming an endorsed vendor with Allegheny County Medical Society (ACMS). The ACMS Membership Committee suggests that companies requesting endorsement establish an advertising relationship with ACMS for a minimum of four months through the BULLETIN, ACMS Directory, or other venues. For advertising opportunities, contact James Ireland at 412-321-5030 or email him at [jireland@acms.org](mailto:jireland@acms.org). For other venues, we recommend viewing the Sponsorship page on our website at <http://www.acms.org/sponsor.html>, which lists upcoming activities you may sponsor. Such sponsorship is a great way to get your name in front of the membership.

Once the advertising relationship has been established, the process for requesting endorsement is to provide a brief, one-page, coversheet summary (you may include additional handouts/brochures that provide more detail) to be taken before our Membership Committee for review. The summary will need to include the following information:

- Product/service description
- Benefit to ACMS member physicians
- Brief company history
- References from the medical field (preferably physician offices)

The Committee will review your information and determine whether to recommend endorsement to the Board of Directors. Should further information be requested, which could include a personal interview, you will be notified.

The final decision is up to the Board of Directors and you will receive written notification of their decision. If the Membership Committee declines to recommend your product or service, you will receive written notification of that as well.

If you have any questions, please don't hesitate to contact me.

Sincerely,

John Delaney, MD, Dr.PH  
Chair, Membership Committee

## **ACMS Endorsement Agreement**

**Royalty Amount: \$3,000 or negotiated royalty based on estimated revenue stream.**

### **Endorsement Terms**

- 1 year time period
- Reviewed annually before being renewed
- Required guaranteed royalty
- Requires minimum of 4 months of paid display advertising (1/2 page minimum) in BULLETIN
- Requires continued advertisement throughout term of endorsement

**The following represents the vendors' receivables under this agreement.**

- Two sets of ACMS membership labels – additional sets may be purchased at a discount price  
*ACMS to review contact of material used*  
*Postage not included*
- Use of ACMS endorsement logo in advertising (to ACMS members only)
- Link on website under Endorsed Vendors
- Assistance reaching ACMS members and office staff
- Special rates for repeat advertising in ACMS BULLETIN
- Reduced rates for advertising/sponsorship of ACMS website and membership e-mails
- Letter of introduction to members  
*Contents written by endorsee, approved and signed by chairman of Membership Committee*  
*If mailed, postage paid by vendor*



## Request for Proposal

### **The Vendor**

1. How long have you been in business? How long have you been doing business in Pennsylvania?
2. What organizations can be contacted to verify customer satisfaction and program efficiency?
3. Does the Allegheny County Medical Society have access to appropriate financial statements for review and verification?
4. Do you have the ability to provide service to physicians statewide?

### **The Endorsement Arrangement**

1. How would the program operate? Is this similar to endorsement arrangements you currently have with other organizations?
2. Who would be the contact person for physicians? What would the contact procedure be?
3. What type of discounts would be available for Society members?
4. Please project first, second, and third year financial return to the Society.
5. What timetable would you consider necessary for the program to reach its full profit potential?

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6. What steps would be necessary to start the program?
  
7. What on-going marketing and promotional plans do you have to assist in the promotion and sale of the product or service? If appropriate, enclose sample recent promotional material
  
8. What type of reporting or tracking system will you use to keep the Allegheny County Medical Society informed of sales and potential sales?
  
9. Who will be the key contact person for the Society?

*PLEASE RETURN TO:*  
**James Ireland, Director**  
*Membership Services Department*  
*713 Ridge Avenue*  
*Pittsburgh, PA 15212*

*FAX (412) 321-5323*

We appreciate your interest in providing services to our members.