



Membership Application

Contact Information

First Name		Last Name		
Company		Title		
Address	City, State, Zip	Country	Phone	Fax Email

Please take a few minutes to fill out the following information. Your responses will help us as we continually strive to improve the benefits of membership. In addition, we will use this information as part of the online member directory, which serves as an additional resource for member sharing.

Sharing

Are you willing to share your knowledge and experience with other AAM members? If so, please indicate the areas in which you are willing to share information. **Please check all that apply.**

- Advertising
- Client Advisory Boards
- Communications
- Database Management
- Direct Mail
- Firm Brochures
- Marketing Culture
- Marketing Plan
- Newsletter—External
- Newsletter—Internal

- Proposals
- Publicity
- Research
- Sales/Training
- Seminars/Forums
- Special Events
- Surveys
- Trade Shows
- Websites

Niches and Specialties

Please indicate your willingness to share information with other AAM members about your firms' particular niches or specialties. **Please check all that apply.**

- Advertising
- Agriculture
- Architecture/Engineering
- Auto Dealerships
- Banking
- Construction
- Convalescent Centers
- Country Clubs
- Credit Union
- Entertainment
- Equine
- Family Owned Business
- Financial
- Government
- Hospital/Health
- Hospitality/Restaurant
- Insurance
- International
- Legal
- Litigation Support
- Manufacturing
- Not-for-profit
- Operational Audit
- Public/Media Relations
- Real Estate
- Retail
- Service Industries
- Small Business
- Utilities
- Web Assurance
- Winery

Send payment and application to: **Association for Accounting Marketing**
201 E. Main Street, Suite 1405
Lexington, KY 40507 USA

T (859) 402-9769

Email: info@accountingmarketing.org



Membership Application

Firm Information

- Number of employees in company _____
- Number of partners _____
- Number of offices _____
- Approximately what percentage of your firm's gross annual revenues is dedicated to the marketing budget? _____ %
- In what year did you begin your career in:
Professional Marketing? _____ Accounting Marketing? _____
- Firm Size (Annual Sales)
 - Large (Greater than \$25 million)
 - Medium (\$10 - \$25 million)
 - Small (Less than \$10 million)
- If your firm is a member of any networks or associations, list them here.

- Firm Scope
 - National
 - Regional
 - Local
- How did you hear about AAM?

Membership Categories

Please check the appropriate membership category.

Executive Member

In-house marketing executive whose sole responsibility is the marketing of accounting and consulting services and marketing-related activities in an accounting and consulting firm.
Dues: \$350 Annually + \$50 Initiation

Educator/Student Member

Individuals involved in accounting marketing at colleges and universities, educators or students.
Dues: \$150 Annually + \$50 Initiation

Affiliate Member

Includes consultants and vendors to the accounting profession, individuals involved in marketing businesses, organizations or associations (other than accounting); or providers of other goods and services to the accounting profession; or members of the media and/or others interested in marketing of accounting services.
Dues: \$350 Annually + \$50 Initiation

Method of Payment

Credit Card American Express MasterCard VISA

Credit Card # _____

Expiration Date _____ Total Amount \$ _____

(Joining year dues are pro-rated (\$25 per month) plus one time \$50 initiation fee.)

Cardholder Name _____

Signature _____

Check \$ _____ Check # _____

(Please make checks payable in US funds to AAM.)

Tax ID: 36-3682169

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