

IAB SOUTHEAST ASIA: SINGAPORE CHAPTER

MEMBERSHIP RULES



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DRAFT MEMBERSHIP RULES

AUGUST, 2009

IAB SOUTHEAST ASIA; SINGAPORE CHAPTER MEMBERSHIP RULES & REGULATIONS

As adopted on August 1st, 2009

The Leadership council of the IAB has created these Rules & Regulations in order to further the IAB's mission and provide a uniform standard for the consideration of new members to the IAB and for continued membership in the IAB.

The Leadership council of the IAB may revise these Rules & Regulations in whole or in part from time to time to meet changing industry standards or IAB needs.

MEMBERSHIP CATEGORIES & CRITERIA

I. OVERVIEW

To join the IAB, a company or standalone division must submit a completed and signed membership application. All membership applications are reviewed and initially approved by the Secretary of the IAB. The Secretary reviews applications regularly. The Secretary reports new membership applications on a monthly basis to the Leadership Council. The Leadership Council is the ultimate arbiter of whether or not the prospective member qualifies for membership and in what category, complies with all association criteria, and is in accordance with the Membership Guidelines of the association

The IAB comprises three classes of members: Full members, Partial members and Affiliate members. Membership class is based on the Membership Criteria, outlined below.

II. CATEGORIES

FULL MEMBERS

Full members will be defined as either:

- Companies or organisations that own and manage businesses selling commercial digital media space, time or capacity. Examples of the types of companies included under this definition are:
 - website publishers - mainstream media, special interest publishers
 - advertising sales houses – companies acting as resellers for advertising inventory
 - interactive broadcasters - radio or television (IPTV), streaming media providers
 - mobile operators - publishing mobile content, providing SMS or mobile video or other advertising
 - providers of digital outdoor advertising - such as digital interactive displays, kiosks etc
 - game providers - where the games carry "in game advertising"
- Or companies who do not sell advertising, but who are also intimately involved in the digital marketing eco-system
 - industry service providers - such as ad-serving providers, web-hosting companies, ISP's, consultants
 - research companies - such as audience measurement and other industry research specialists
 - web-development companies and associated technology solution providers

It is further proposed that full membership is extended to companies that create and/or place advertising or marketing communications. This includes advertising agencies - creative houses, strategy planners, media planning and buying agencies, and DM specialists, who do not sell advertising, but who are also intimately involved in the digital marketing eco-system.

It is proposed that agency level members receive all benefits of full IAB membership with the exception of participation in and voting rights for leadership council and executive roles are withheld from agency level members.

PARTIAL MEMBERS

Partial membership is designed for smaller organisations or individuals who wish to join the IAB, but are unable to justify the investment of a full membership. These memberships are designed to provide a limited number of IAB benefits at an affordable level.

AFFILIATE MEMBERS

Affiliate membership is a category of membership reserved for selected organisations that the IAB wishes to build a close working relationship with. It is anticipated that there will be no charge for this level of membership, and that these memberships will only have a limited set of entitlements.

III. LEVELS

The IAB membership levels reflect different degrees of organisational responsibility and membership benefits.

CATEGORY			
	1. FULL MEMBER	2. PARTIAL MEMBER	3. AFFILIATE MEMBER
LEVEL	a. LEADERSHIP	a. SMALL COMPANY	a. OTHER INDUSTRY ASSOCIATIONS
	b. ORDINARY	b. INDIVIDUAL	b. ADVERTISERS/BRAND OWNERS
	c. AGENCY (non-voting)		

1a. LEADERSHIP LEVEL (FULL MEMBER CATEGORY)

The IAB will be run by a leadership council comprising senior representatives from member companies. The leadership council is responsible for the strategic direction of the organisation, expenditure decisions and administrative matters. The leadership council will be selected from the full members of the IAB. The constitution will provide full details of the selection process for the leadership.

1b. ORDINARY LEVEL (FULL MEMBER CATEGORY)

Ordinary level membership will be open to all companies with an interest in digital advertising. Ordinary members will be entitled to the normal range of membership entitlements.

1c. AGENCY LEVEL (FULL MEMBER CATEGORY)

Agency level membership will be open to all advertising agencies with an interest in digital advertising. Agency members will be entitled to the normal range of membership entitlements with the exception of participation as a member of the leadership council or executive positions or voting for candidates for the leadership council or executive positions.

2a. SMALL COMPANY LEVEL (PARTIAL MEMBER CATEGORY)

Small company membership is specifically designed to seek the participation of small companies by providing a limited number of IAB benefits at an affordable level. Eligibility for small company membership will be open to companies with annual revenues less than a defined level (to be determined by the founding committee).

2b. INDIVIDUAL LEVEL (PARTIAL MEMBER CATEGORY)

This provides a similar level of entitlement to small company membership but is designed to attract sole traders, individual consultants or bloggers.

3a. INDUSTRY ASSOCIATION LEVEL (AFFILIATE MEMBER CATEGORY)

Membership may be extended to industry associations sharing common goals with the IAB. Affiliate membership exists in order to establish a close working relationship with these bodies and will provide those associations with reciprocal membership of IAB.

3b. ADVERTISER LEVEL (AFFILIATE MEMBER CATEGORY)

Affiliate membership may also be extended to advertisers in selected cases order to build a close working relationship with them, specifically through inclusion in relevant working committees or events.

IV. MEMBERSHIP ENTITLEMENTS BY CATEGORY AND LEVEL

An indication of the benefits of membership for each category and level of membership is provided below:

		FULL			PARTIAL		AFFILIATE
		LEADERSHIP	ORDINARY	AGENCY	SMALL CO	INDIVID	ASSOC/ADV
		ADMINISTRATION					
ORGANISATION	Budgeting and expenditure	Y					
	Staffing	Y					
	Constitution	Y					
	Spokesperson for IAB	Y					
	Stand for executive positions	Y	Y				
	Vote for executive positions	Y					
	Stand for leadership council	Y	Y				
	Vote for leadership council	Y	Y				
	Appoint working committees	Y					
	Chair working committees	Y	Y	Y			
	Participate in working committees	Y	Y	Y	Y	Y	Y
		OPERATIONS					
RESEARCH	Contribute to revenue report	Y	Y	Y	Y		
	Receive summary	Y	Y	Y	Y	Y	Y

	revenue report						
	Receive full revenue report	Y	Y	Y			
	Access to case studies	Y	Y	Y	Y	Y	Y
	Access to 'how to' guides	Y	Y	Y	Y	Y	Y
	Access to commissioned research (if any)	Y	Y	Y			
	Access to white papers	Y	Y	Y	Y	Y	Y
TRAINING	Discounted access to professional development courses	Y	Y	Y			
	Places on advertiser training	Y	Y	Y			
	Participation in university training	Y	Y	Y			
	Discounted access to certification	Y	Y	Y			
EVENTS	Access to IAB networking sessions	Y	Y	Y	Y	Y	Y
	Access to IAB seminars	Y	Y	Y	Y	Y	Y
	Discounted access to conferences/awards	Y	Y	Y			
	Speaking opportunities at events	Y	Y	Y			
	Priority in sponsoring events	Y	Y	Y			
	IAB negotiated discounts on attendance at non-IAB events	Y	Y	Y			

		MARKETING					
MARKETING	Use of IAB logo in communications	Y	Y	Y			
	Branding in IAB publications	Y	Y	Y			
	Branded version of IAB publications	Y	Y	Y			
	Quotation in press releases	Y					
	Logo listing page in member directory	Y	Y	Y			
	Text listing page in member directory				Y	Y	Y
	Full access to IAB website	Y	Y	Y			
	Permanent logo display on website homepage	Y					
	Rotating logo display on website homepage		Y	Y			
	Editorial space to communicate member's own case studies, research	Y	Y	Y			
	Subscription to newsletter	Y	Y	Y	Y	Y	Y

V. CALCULATING ANNUAL DUES

OVERVIEW

All dues are for a calendar year of membership from 1st August. Members that join after 1st January pay 75% of their calculated annual dues. Members who join after 1st March pay 50% of their calculated annual dues. Dues are not subject to negotiation and may not be included in any form of barter arrangement.

FULL MEMBERS

Dues for full members (leadership and ordinary) will be S\$5,000 for 2009/10. . The amount will be reviewed annually by the leadership council. Fees for full members (agency) will be determined by the leadership council for 2009/10.

PARTIAL MEMBERS

Partial membership dues are calculated at a flat rate of S\$750 annually for companies and S\$220 for individuals, to be reviewed annually by the leadership council.

AFFILIATE MEMBERS

There are no fees for affiliate members.

VI. MEMBERSHIP PARTICIPATION

FULL MEMBER RIGHTS AND RESPONSIBILITIES

Leadership council elections

1. Executives of full members (except agency level) are eligible to serve on the IAB leadership council, subject to the processes as defined in the association's by-laws.
2. Full members (except agency level) have the right to one vote per member organisation when voting to elect councillors subject to the processes as defined in the association's by-laws.
3. Only the member organisation's "key executive" contact, as per the IAB's records, may cast a vote on behalf of the member.

Working committees

1. All members are eligible to participate in IAB working committees, or any other group created by the association.
2. Employees of full members are eligible to hold a working committee chairperson position, provided the member meets any requirements for the position as set forth by the IAB. Employees of partial or affiliate members are not eligible for Working Committee chair positions.
3. Working committee participants must make every effort to attend the meetings (in-person or by phone) of the group. Should a participant fail to attend two consecutive meetings, s/he may be asked to leave the group and the IAB may request an alternate participant from the full membership.
4. Members have the right to one vote per member organisation when voting on any matter that comes before a Committee on which they have a participant in good standing.
5. Working committees shall record the names, companies, and membership categories of all session participants, and from time to time shall publish these records for review by IAB members.

PARTIAL MEMBER RIGHTS AND RESPONSIBILITIES

Committees & Councils

1. Partial Members are eligible to participate in all Working committees.
2. Partial Members are not eligible to hold a Working committee chairperson position.
3. Partial member committee participants must make every effort to attend the meetings (in-person or by phone) of the group. Should the participant fail to attend two consecutive meetings, s/he may be asked to leave the group and the IAB may request an alternate participant.
4. Partial members have the right to one vote per member organisation when voting on any matter that comes before a Committee on which they have a participant in good standing.

AFFILIATE MEMBER RIGHTS AND RESPONSIBILITIES

Committees & Councils

1. Affiliate members are eligible to participate in all Working committees.
2. Affiliate members are not eligible to hold a Working committee chairperson position.
3. Affiliate member committee participants must make every effort to attend the meetings (in-person or by phone) of the group. Should the participant fail to attend two consecutive meetings, s/he may be asked to leave the group and the IAB may request an alternate participant.
4. Affiliate members have the right to one vote per member organisation when voting on any matter that comes before a committee on which they have a participant in good standing.

VII. WORKING COMMITTEE PROCEDURES

JOINING A COMMITTEE

Committees may be created, suspended or terminated at any time in the sole discretion of the leadership council. IAB members may join a group for which they are eligible, although the committee chair reserves the right to withhold or suspend additions to any group at any time to assure project continuity.

MEETING ATTENDANCE, GUESTS, VOTING & PARTICIPATION

Attendance: Attendance options, by phone or in-person, shall be specified for each meeting and all participants shall make best efforts to attend each meeting. Should a participant fail to attend two consecutive meetings, s/he may be asked to leave the group and the IAB may request an alternate participant.

Guests: The IAB reserves the right to invite non-members to participate in any meeting of an IAB group as a guest, observer or speaker. Such invitation shall not be construed to impart any voting rights or any other right usually given to IAB members.

Voting: Participants may vote on any matter that comes before the group pursuant to any rights conferred to the member herein.

Participation: Participants are expected to behave professionally and ethically in all meetings or activities of the group and the IAB reserves the right to remove a participant from a meeting or a group should the participant fail to do so.

Committee participants may not use their participation in the Committee to focus on business related to the Committee and not use the occasion of Committee meetings to discuss certain matters regarding their respective companies, such as marketing decisions, pricing plans, prices or commissions for their respective companies. Each Member should make decisions based upon their own economic self interest.

Note: For example, Members should not discuss current and future marketing decisions, pricing plans, prices or commissions regarding their respective companies, but may discuss past information so long as it is not an agreed basis for current and future decisions for their respective companies.

CHAIRPERSON NOMINATIONS, ELECTIONS & RESPONSIBILITIES

Nominations: Any full member employee shall be eligible for nomination to the position of Chairperson of such group, provided the individual meets any requirements for the position as set forth by the leadership council.

Voting: The leadership council has the sole authority to select the Working committee Chairperson from the list of nominees.

Responsibilities: A Chairperson of any IAB working committee shall make himself or herself generally available to IAB for the purposes of drafting meeting agendas, developing meeting presentations, assisting with voting procedures or any other action related to the administration or work of the Committee. Chairpersons must attend each and every meeting of the group, preferably in person.

Terms: A Chairperson may hold office for one (1) calendar year. At the end of that period, the Committee voting process begins again. There is no limit to the number of successive terms a Chairperson may hold office.

Removal & Vacancies: The leadership council shall have the sole discretion to remove a Chairperson, at any time, for any reason. In the event that a Chairperson position becomes vacant for any reason, leadership council shall have the sole discretion to appoint a temporary Chairperson and shall, within a reasonable period of time from the vacancy, re-solicit nominations for the position and conduct a vote as described herein.