Reciprocity Agreement

between

The Society for Industrial and Applied Mathematics (SIAM)

And

[Reciprocal Society Name]

On

Reciprocal Membership

The Society for Industrial and Applied Mathematics (SIAM) and [Reciprocal Society Name] agree to enter into a reciprocal membership agreement whereby individual members in one society are eligible for a discounted membership in the other.

Under this agreement:

1. Any member in good standing of [Reciprocal Society Name] who joins SIAM will be accepted as a SIAM reciprocity member upon receipt of the SIAM application form and dues payment. Any member in good standing of SIAM who wishes to join [Reciprocal Society Name] will be accepted as an affiliated (reciprocity) member upon receipt of the [Reciprocal Society Name] application form and dues payment.

2. The special dues rate for [Reciprocal Society Name] members joining SIAM under the reciprocal agreement will be 70% of the current rate for regular members. The special dues rate for SIAM members joining [Reciprocal Society Name] under the reciprocal agreement will be 70% of the current rate of regular membership in [Reciprocal Society Name].

3. Reciprocity (affiliated) members receive all regular member services and benefits according to the rules and practices of that society.

4. Each society will help promote reciprocity membership. Societies will engage in promotional activities each year, selecting the most appropriate and effective with each member community. (See attached marketing guidelines.)

5. Each society will provide to the other the name of a reliable contact person within their society responsible for promoting memberships. Contact information for that person will be kept current.

6. Each society may request an annual report of the number of reciprocity members in each society at the end of the calendar year.

7. This agreement is in effect until terminated by one of the societies. Termination notice must be provided six months before the start of the year when it takes effect in order to provide an orderly transition.

|  |  |
| --- | --- |
| [Name]  [Title]  [Organization Name] | [Name]  [Title]  [Organization Name] |
| Date | Date |

Reciprocal Society Marketing Guidelines

In order to let members of each society take advantage of the opportunity, there must be an exchange of information so that each society can promote reciprocity to its members. These marketing guidelines outline how our two societies might collaborate to increase awareness of reciprocity, thus maximizing the benefits to all our members.

Each society will help promote reciprocity membership. Societies will engage in promotional activities each year, selecting the most appropriate and effective with each member community. Any activity will be based on parity between the societies. For example, mailing lists can be exchanged on a 1:1 name basis. Space ads can be exchanged based on size and circulation equivalencies.

Promotional activities would include, but not be limited to:

1. Exchange of mailing lists in a standard format and sorted or distilled if requested
2. Announcement of reciprocal membership via paper and/or electronic mail to both society’s members
3. Advertisement (with URL for application form included) for reciprocal membership in flagship publications, news online, web site, and/or other appropriate media.
4. Make available at each society’s annual meeting flyers with membership application through such avenues as the Society’s booth, registration packet, poster, and or placement in high traffic areas.
5. Highlight on each society’s member section landing page (or other appropriate web page) a link between SIAM’s and the reciprocity membership society’s web sites in order for both society memberships to access information about benefits, meetings, publications, and other products and services.

Membership marketing contact information:

|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  | Position: |  |
| Email: |  | Telephone: |  |

SIAM contacts:

Tim Fest, Membership Manager, [fest@siam.org](mailto:fest@siam.org), ext 381

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