

AMERICAN MOVING & STORAGE ASSOCIATION

Supplier Membership Application Packet

This packet includes:

- ♦ **Member benefits information**
- ♦ **AMSA Code of Ethics**
- ♦ **Membership application/member references**
- ♦ **Print and online advertising rate cards**

For more information, contact:

American Moving & Storage Association

Attn: Norma Gyovai, Director of Sales

1611 Duke Street

Alexandria, VA 22314

Phone: (703) 706-4965

Fax: (703) 683-7527

Email: ngyovai@moving.org

www.promover.org

www.moving.org



Dear Industry Supplier:

We're the American Moving & Storage Association -- the *only* trade association exclusively representing the professional moving and storage industry, an industry that spends more than **\$7 billion** annually on equipment, materials, parts and supplies, insurance and other services. Our 3,200 members are companies whose business you want: the van lines, their agents, independent movers (more than 1,800), forwarders and international movers. Thousands of companies that need your products can all be found right here at AMSA; hence, we invite you to join us.

We know how important effective advertising is to your business. How would your customers find you without it? So I'm sure an opportunity to reach 3,200 moving and storage companies at once would interest you. That's exactly what we can offer you -- an easy way to tap directly into this industry and reap big rewards.

Just imagine the exposure! Where else can you find such a "captive audience" tailor-made for your business? But the news gets even better! Call or email Norma Gyovai today at (703) 706-4965 or ngyovai@moving.org to learn about our special offer to become a supplier member.

Look at the other great benefits you'll receive:

- **Discounted advertising** rates in *Direction*, our bi-monthly magazine.
- A **listing** in the AMSA Professional Sourcebook, regarded as the "Yellow Pages" for buyers in our industry
- A *Free* listing in our web-based **Buyers Guide** – the online marketplace where movers and suppliers connect.
- The opportunity to **promote your company** at our Annual Conference & Expo, attended by industry managers, owners and executives
- Access to **discounted products** and **services** through AMSA's affinity partners program, including office supplies, collection services and more
- The opportunity to **educate** yourself and your employees and to stay up-to-date on our changing industry's operating and buying trends through our regular membership briefings, updates, newsletters and reports as well as comprehensive training and education programs
- Supplier members are represented on AMSA's Board of Directors by two elected supplier members.

In short, if your market is our members, and if you want to increase your business, there's really no good reason *not* to join AMSA. It's an unbeatable return on your investment.

We'd love to have you as a part of the AMSA family. To sign up, and to begin enjoying all that we have to offer, please complete the enclosed application and return it today. It will be the start of a new and profitable relationship with the moving and storage industry.

Sincerely,



Linda Bauer Darr, President and CEO

AMERICAN MOVING & STORAGE ASSOCIATION SUMMARY OF MEMBER BENEFITS AND SERVICES

Membership in the American Moving & Storage Association (AMSA) provides a broad range of benefits for you, your company and your employees. As the exclusive trade association representing the professional moving and storage industry, AMSA offers a variety of tools and resources to help you grow your company, connect with colleagues, and stay informed on important regulatory and compliance issues that impact your company's bottom line. In addition, AMSA members enjoy discounted pricing on training, publications, essential products and services, advertising and more.

Here's a quick snapshot of the benefits of belonging to the American Moving & Storage Association and we're always adding to the list. We invite you to promover.org for the latest updates and information.

Member Benefits Available to AMSA Members:

GOVERNMENT AFFAIRS AND INDUSTRY PROMOTION

Washington Advocacy. AMSA provides representation for the industry on Capitol Hill and before federal regulatory agencies, tracking proposals and filing comments on industry issues, and is a major advocate for household goods consumer protection requirements and adequate highway funding.

AMPAC. Our members form a united and powerful voice through AMPAC, our political action committee.

Legal and Regulatory Compliance Assistance. AMSA provides a variety of assistance on state and federal regulatory issues, including advice regarding federal rules and regulations, and our recurring publication *Staying Legal*.

Representation with Federal Employee and Military Relocation Programs. AMSA monitors and represents the interests of the industry in connection with the Defense Department's DP3 and GSA's CHAMP household goods programs. AMSA remains at the forefront representing the interests in the implementation and proposed changes in these procurement programs.

State Relations. AMSA works closely with 27 state and regional moving associations to provide resources and tools to help them better serve their constituents. This includes creating opportunities for collaboration and information-sharing, support for state legislative initiatives and delivery of state and regional training.

Industry Awards and Recognition. AMSA sponsors a number of annual industry awards to recognize the best in our business and to honor outstanding accomplishments in a variety of areas including service excellence and safety.

PRINT AND ONLINE PUBLICATIONS AND PROGRAMS

Annual Moving Industry Professional Sourcebook. This membership directory which lists our 3,000 members is the largest and most complete directory in the moving and storage industry. Members throughout the country and internationally can identify and contact each other to explore mutual business opportunities.

AMSA Today. E-mailed biweekly, this exclusive newsletter provides updates to members on timely events, legislative and regulatory information, trends and statistics, rate and tariff issues, and other issues affecting the industry. Members receive special advertising rates.

Direction. Our bi-monthly magazine with industry news, profiles, trends and in-depth feature articles to provide members with vital information to help operate their companies more profitably. Members receive special advertising rates; Any AMSA member who advertises in *Direction* for a full year (six issues) will receive a 10% discount off the published rate.

Member Advisory Bulletins. Quarterly mailings to the membership with association and industry news and updates.

Industry Segment-Specific Newsletters, including Military Moving for those involved in military moving and the DP3 program; Supply Line for supplier members; and other e-newsletters focus on individual industry segments in depth.

AMSA Products Catalog. Offers movers and suppliers an array of reference and training materials, manuals, videos, and informative consumer brochures.

AMSA TV. Our three channels provide tips and information to consumers, our members, and the media. AMSA TV also provides coverage of our Annual Education Conference & Expo. AMSA TV would like to feature your company.

Association Website (www.promover.org). Continuously updated with the latest industry information including news, rate filings, education and training, products and services, legal and regulatory issues and membership information. Watch AMSA TV, our video news service, here.

Consumer Website (www.moving.org). Our consumer website offers a variety of useful and educational information on moving, products, brochures, links, and information on AMSA's Arbitration Program and the ProMover program.

Online Buyers Guide. The AMSA Buyers Guide provides members with a powerful new supplier search tool with features tailored to their needs. The guide lets online buyers easily locate products and services unique to the moving and storage industry from their desktop without the clutter of an Internet search engine.

BUSINESS TOOLS AND RESOURCES FOR MOVER MEMBERS

Technical Assistance from AMSA's Professional Staff. AMSA's knowledgeable staff is available to answer questions on all aspects of the industry. If you are a mover member, we can advise you on such legal and regulatory matters as:

- FMCSA equipment leasing rules
- FMCSA safety rules compliance for equipment, hours of service, driver qualification, drug and alcohol testing
- Liability for loss and damage claims, shipment valuation questions, service complaints and arbitration requirements
- SDDC and GSA procurement requirements and procedures

AMSA Arbitration Program and Agent of Process Service. These two services keep interstate movers in compliance with FMCSA regulations.

Government Rate Filing Services. Time-saving military and GSA electronic rate filing services are available at a nominal cost to members.

AMSA's Mover Referral Service. Participate in AMSA's Lead Referral Service, powered by Move Inc., a strategic partner to AMSA. Move Inc. offers quality leads to AMSA members.

Member Discount Program. Discounts on products and services to help members operate their businesses, including health insurance designed for smaller members, promotional products, and office products and printing. New partners are being added regularly so visit www.promover.org often for new information.

PROFESSIONAL TRAINING AND CERTIFICATION

ProMover Program. AMSA's new certification program to help ensure consumers can easily identify and contact reputable, professional movers. This certification is available to all interstate movers who belong to AMSA.

Certified Moving Consultant®. Certification, educational and ethical standards training for household goods moving sales professionals.

Certified Office and Industrial Consultant®. Certification, educational and ethical standards training for office and industrial moving sales professionals.

Registered International Mover®. Certification and training for international moving companies and individuals. Provides customers with a standard for identifying quality international service providers.

Certified Packer/Loader. Training and certification for packers, loaders and helpers.

Leaders Program. Management and leadership skills development specific to the moving industry for senior management and those on the management track.

Annual Education Conference & Expo. Don't miss this newly-transformed industry event, now combined with the General Service Administration's Household Goods Forum that we've reengineered to deliver action-packed agenda filled with new ideas, resources and professional development tools to expand your business.

National Safety Conference. AMSA's Safety Management Committee sponsors the annual National Safety Conference to provide safety and operations personnel with the latest information on safety and risk management. These informative meetings deal with specific safety and risk management issues that movers face every day.

THE MOVING & STORAGE INSTITUTE (MSI)

As the charitable component of the American Moving & Storage Association, the MSI was founded to foster educational opportunities for individuals in the moving and storage industry, to prepare and conduct educational activities, and to develop through research, discussion, and exchange of information a better understanding of the transportation of household goods and warehousing.

Since 2002, the MSI has awarded thousands of dollars in annual scholarships that benefit the children, families and employees of AMSA members throughout the U.S., to support learning opportunities for the next generation of industry leaders. In addition, the MSI funds industry research, economic impact studies, and consumer awareness and education campaigns that support industry image and advocacy efforts.



The American Moving & Storage Association is the trade association exclusively representing the nation's moving and storage companies, which provide household goods moving services, specialized transportation for sensitive freight such as computers and trade show exhibits, and warehouse storage services. The association has 3,000 members, including more than 300 international members, and sponsors programs and activities that promote consumer protection, professional development, safety, and operational efficiency.



AMSA is also home to ProMover, a consumer protection and certification program that promotes ethical principles in the moving and storage industry and works with federal and state governments to mitigate unethical moving practices.

American Moving & Storage Association

1611 Duke Street Alexandria, VA 22314 Phone: (703) 683-7410 Fax: (703) 683-7522
E-mail: membership@moving.org Websites: www.promover.org www.moving.org



Moving America Professionally

MEMBERSHIP APPLICATION

For SUPPLIER MEMBERSHIP

1611 Duke Street • Alexandria, VA 22314 • Tel: (703) 683-7410 • Toll Free: (888) 849-2672 • FAX: (703) 683-7527

Principal Executive's Information

Full Name		Title
Principal's Email Address:		

Company Information

Company Name		
Business Street Address		
Mailing Address (if different from above)		
Telephone	()	Fax Phone ()
Toll Free Interstate	()	Toll Free Intrastate ()
Company Email Address		
Company Website:		
Indicate other companies owned (in whole or in part) or affiliated with your company, its owners or officers, including Internet websites.		

Mail Recipient (if different from above)

Individual Full Name		Title
Individual Email Address:		

IMPORTANT - Please provide a description of your Products and Services for listing in our Membership Directory:

(Continued On Back)

AMSA Use Only:	Verification Reviews:	Approval Reviews WEB_0409
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AMSA Supplier Membership Application

My company hereby applies for membership in the American Moving & Storage Association. I agree:

- I have read and agree to abide by the AMSA Code of Ethics. I understand that failure to adhere to these ethics will be grounds for removal from AMSA membership through the procedures in place for termination;
- To use/display any AMSA Logo in a professional manner, to take all reasonable measures to keep the use of any copyrighted AMSA Logo restricted on only recognized AMSA members, and that its AMSA membership may be forfeited upon being duly notified by the AMSA of its failure to observe the Code of Ethics, and/or upon a showing of a demonstrated pattern of consumer abuse;
- I understand and agree that any materially false or misleading information provided in this Membership Application is grounds for denial of membership or for immediate termination of membership and all corresponding privileges without any pro rata refund of any monies already paid to AMSA.

Principal Executive's Signature: _____ **Date:** _____



Membership Dues

The Membership dues year runs from September 1 through following August each year.

Annual Dues **\$580.00**

PAYMENT METHODS:

☐ Visa ☐ MasterCard ☐ Discover ☐ Check enclosed **payable to AMSA**

Dues \$ _____

Print name as shown on credit card: _____

(Signature required if using credit card) _____

Account Number (ALL DIGITS):

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Exp. Date:

--	--	--	--

Member References

If you have questions about AMSA Supplier membership, please feel free to contact some of the supplier members who serve on AMSA's Supplier Committee:

*Chairman, **Mark Eschbacher**, AE Worldwide*
E-mail: meschbac@aeworldwide.us

*Vice Chairman, **Charles Ducas**, Kentucky Trailer*
E-mail: cducas@kytrailer.com

*Secretary/Treasurer, **Joe Bippen**, Asset Controls/Windfall*
E-mail: joeb@assetcontrols.com

AMSA publishes *Supply Line*, a quarterly e-newsletter that provides AMSA members with updates on supplier member products and services, written by supplier members. See it at www.promover.org/supplyline.

direction

The Magazine of the American Moving & Storage Association

Closing Dates

ISSUE	SPACE CLOSE	MATERIALS DUE
January/February	12/21/10	12/29/10
March/April	2/22/11	3/1/11
May/June	4/22/11	4/29/11
July/August	6/22/11	6/29/11
September/October	8/23/11	8/30/11
November/December	10/24/11	10/31/11

Direction 2011 Advertising Rates

COLOR	1X	3X	6X
Spread	\$2,025	\$1,900	\$1,825
Back Cover	\$1,250	\$1,200	\$1,125
Inside Front	\$1,150	\$1,100	\$1,050
Inside Back	\$1,150	\$1,100	\$1,050
Full page	\$1,125	\$1,075	\$1,025
1/2 page	\$625	\$600	\$575
1/3 page	\$525	\$500	\$475
1/4 page	\$475	\$450	\$400

*Full-page black and white rate is 25% off color rate.

*AMSA members receive a 10% discount off published rates

Contact Information:

ADVERTISING:

MATTHEW HICKS

Phone: 215.321.9662, ext. 19

800.394.5157, ext. 19

Fax: 215.321.9636

Email: mhicks@mcneill-group.com

EDITORIAL:

JOHN PARKINSON

Phone: 215.321.9662, ext. 43

Fax: 215.321.5124

Email: jparkinson@mcneill-group.com

PRODUCTION:

ALLISON BRESKY

Phone: 215.321.9662, ext. 14

Fax: 215.321.5124

Email: abresky@mcneill-group.com

2011 ADVERTISING RATE CARD

2011 Editorial Calendar

January/February: NEW BEGINNINGS

- ProMover Program
- AMSA's Annual Report
- Warehousing and Storage

March/April: GEARING UP FOR THE MOVING SEASON

- Annual Conference Coverage
- Supplying the Industry
- Marketing and Sales

May/June: INDUSTRY SEGMENTATION

- Corporate Relocation
- Office Moves
- National Moving Month

July/August: SAFETY AND COMPLIANCE

- Technology
- Leadership and Succession

September/October: EDUCATION AND TRAINING

- Labor Trends
- Real Estate/Housing Trends

November/December: INDUSTRY REVIEW

- Military and Government Moving
- Going global

In Each Issue

FROM THE PRESIDENT

INDUSTRY NEWS

- State Line
- International Update

MEMBER NEWS

- Movers & Shakers
- Members Doing Good
- Mover Profile
- Supplier Profile

WASHINGTON WATCH

- Legislative & Regulatory Affairs
- On the Hill

IN MY EXPERIENCE

Ad Material Requirements

PRINTING PROCESS:

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

DIGITAL SPECIFICATIONS:

Direction requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please call the production department with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable.

COLOR PROOFS TO ACCOMPANY FILES

A digital, press or offset proof must accompany the file. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. The publisher reserves the right to assess a production charge for any advertisement that is submitted without a color proof. Without submission of a proof, *Direction* cannot be held liable for any printing errors.

SHIPPING INSTRUCTIONS:

Please ship digital advertising files and color proof with issue date(s) of insertion to:

Production Manager

Direction Magazine

c/o McNeill Group, Inc.

385 Oxford Valley Road, Suite 420

Yardley, PA 19067

Phone: 215.321.9662 Fax: 215.321.9636

PRODUCTION CHARGES:

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

PAYMENT TERMS:

Invoices are due net 30 days with approved credit. Interest of 1.5% per month will be added to all past due balances. First-time advertisers and/or their advertising agency must submit a credit application or provide payment in full with insertion order. The advertiser and/or its advertising agency agree to pay all costs of collection, including reasonable attorney's fees incurred by publisher in connection with the collection of any past due account of the advertiser and/or its advertising agency. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Conditions other than rates are subject to change without notice. Orders that contain rates and/or conditions, which vary from the rates and conditions listed herein, shall not be binding on publisher unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising, which advertiser and/or its advertising agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by the publisher. All advertisements are published upon the representation that the advertising agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the advertising agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of rights of privacy, plagiarism, and copyright infringement.

The parties agree that any dispute, controversy, or claim arising under or in connection with the Advertising Agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in the Commonwealth of Pennsylvania. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the Commonwealth of Pennsylvania, and agrees that service of process may be completed and shall be effective and binding upon the party served if mailed by certified mail, return receipt requested, postage prepaid, and properly addressed to the party as set by the advertiser and/or its advertising agency accepting the order for publication, regardless of the contractual vehicle used, the advertiser is agreeing to abide by all the terms and conditions as set forth by the current rate card.

CANCELLATIONS:

Cancellations must be submitted in writing and shall not be considered accepted until confirmed by the publisher. Space reservations are binding and non-cancelable after closing date.

INSERTS:

All inserts, including business reply cards, must be pre-approved by the Production Manager prior to insertion. Availability is limited. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

SHORT RATES AND REBATES:

Advertisers will be short-rated if they do not use the contracted space.

PUBLISHER'S RIGHT OF REFUSAL:

Direction or AMSA reserves the right to refuse any advertising deemed unsuitable. Failure to publish advertising matter invalidates the insertion order only for such matter, but does not constitute breach of contract.

MATERIALS STORAGE:

Storage of materials will be provided for a period of three months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

Mechanical Requirements

SPREAD:

Trim: 16.5" x 10.875"

Full Bleed: 16.75" x 11.125"

No Bleed: 15.625" x 10.125"

FULL PAGE:

Trim: 8.25" x 10.875"

Full Bleed: 8.5" x 11.125"

No Bleed: 7.25" x 10.125"

1/2 PAGE:

Horizontal: 7.125" (7 1/8") x 4.625" (4 5/8")

Island: 4.687" (4 11/16") x 7"

Vertical: 3.5" x 9.25"

1/3 PAGE:

Square: 4.687" (4 11/16") x 4.625" (4 5/8")

Vertical: 2.25" x 9.25"

1/4 PAGE:

3.5" x 4.625"

16.75" X 11.125

2 Page Spread with Bleed

8.5" X 11.125"

Full Page
with Bleed

15.625" X 10.125"

2 Page Spread without Bleed

7.25" X 10.125"

Full Page
without Bleed

7.125" X 4.625"

1/2 Page
Horizontal

4.687" X 7"

1/2 Page
Island

3.5" X 9.25"

1/2 Page
Vertical

4.687" X 4.625"

1/3 Page
Square

2.25" X 9.25"

1/3
Page
Vertical

3.5" X 4.625"

1/4
Page



AMSA Newsletters

AMSA TODAY

Published biweekly, AMSA Today gives members a round-up of the latest news of more general interest from the association and the moving and storage industry in a timelier manner than through Direction. The current distribution list is 3,000 and growing. It includes regulatory and procurement information from federal agencies such as DOT, FMCSA, STB, IRS, DOL, DOE, DOD, MTMC, GSA, and many others.

RATES

6 insertions (3 months) \$600
12 insertions (6 months) \$850

Published bi-weekly

SIZES

Banner ad – 200 pixels x 130 pixels at 72 dpi

MILITARY MOVING

This quarterly e-newsletter is focused specifically on issues surrounding AMSA members who provide personal property moving and storage services to active-duty member of the U.S. armed forces. Stories include changes in military leadership, how to initiate and expand business opportunities with DOD, and changes to rules, procedures and rate filing deadlines for companies providing services to the US military.

RATES

2 insertions \$550
4 insertions \$1000

Published four times a year: Feb. 15, May 15, Aug. 15 and December 15

SIZES

Banner ad – 200 pixels x 130 pixels at 72 dpi

**For additional information on all
Newsletter and Web Opportunities contact**

MATTHEW HICKS

Phone: 215.321.9662, ext. 19

800.394.5157, ext. 19

Fax: 215.321.9636

Email: mhicks@mcneill-group.com

NEWSLETTER & WEB OPPORTUNITIES

AMSA Web sites

WWW.MOVING.ORG

AMSA's consumer Web site is aimed at individuals and families ready to move. It offers tip, checklists and other relevant information for consumers. It also features a search function so potential customers can search for a nearby ProMover (AMSA member), and a leads service for mover members.

BANNER AD

3 Months \$750
6 Months \$1400
12 Months \$2200

Located at the bottom of the Home Page

SIZES

Banner ad – 200 pixels x 130 pixels at 72 dpi

WWW.PROMOVER.ORG

AMSA's association Web site is the gateway to member information and services, as well as providing data on the industry for the news media and decision-makers. This site also features a Vendor Mall for members to locate supplies, and is home to AMSA TV, the association's video service. As the only U.S. moving association site on the Internet, promover.org receives more than 15,000 unique visitors each month.

PRIMARY PAGE BANNER AD

WWW.PROMOVER.ORG HOME PAGE

3 Months \$750
6 Months \$1400
12 Months \$2200

SECONDARY PAGE BANNER AD

PRODUCTS/MEMBERSHIP OR GOVERNMENT AFFAIRS

3 Months \$500
6 Months \$950
12 Months \$1800

SECONDARY PAGE BANNER AD

ABOUT AMSA, NEWSROOM OR MOVING & STORAGE INSTITUTE

3 Months \$300
6 Months \$550
12 Months \$1000

SIZES

Banner ad – 200 pixels x 130 pixels at 72 dpi

Located at the bottom of the Home Page

AMERICAN MOVING & STORAGE ASSOCIATION

CODE OF ETHICS

We, the members of the American Moving and Storage Association, stand united in our sincere beliefs that honest, ethical, efficient and quality services to the public are the ultimate goals of this organization. And, we who are engaged in the transporting and storage of household goods, pledge ourselves to uphold and advance the following ideas and principles:

- To consistently offer and provide the most efficient and reliable moving and storage services available, while adhering strictly to a policy of truth, honesty, integrity and fairness in all business transactions.
- To consistently strive for improvement in all facets of industry operations and to bind ourselves to the individual and collective effort of seeking and effectuating such improvement.
- To be conscious and considerate of consumer needs and to continually promote the progress, fraternity, education and dignity of our industry so that the public will be better served.
- To promote the elimination of fraud, deceit, misrepresentation and unethical practices within the industry and to engage in formal disciplinary review of any and all members involved in such practices.
- To afford all members and applicants due process in the administration of association affairs, to promote competitive practices and to eliminate unlawful restraint of trade within the industry.
- To maintain the highest concern for the health, welfare and safety of our employees, while recognizing their needs as both human beings and individuals.
- To faithfully fulfill all obligations of membership, including the timely payment of all charges for membership affiliation and services.
- To protect free enterprise in a democratic society and to foster the commercial viability of the small business component of our industry.