



National Speakers Association

1500 South Priest Drive • Tempe, Arizona 85281 • 480-968-2552 • Fax: 480-968-0911 • www.nsaspeaker.org

Application for Affiliate Membership

Service/Supplier Partner

Bureau Partner

This application must be accompanied by: 1) Applicant's signature on the Code of Professional Ethics; 2) Affiliate Membership category verification documents; and 3) Payment in full. Please type or print all information clearly. Please allow five to ten business days for processing.

Male Female

First Name _____ Middle Name or Initial _____ Last Name _____ Suffix (Jr., Sr., etc.) _____

Company Name _____

Street Address (As it will appear in directories) _____

City _____ State / Province _____ ZIP / Postal Code _____ Country (If not U.S.) _____

(_____)
Phone (List only one) _____ Fax (List only one) _____

E-mail Address (List only one) _____ Web site (URL) (List only one) _____

Membership Investment: *Membership is for one year from month application is approved.*

New member investment is \$600 (\$175 initiation fee + \$425 first year annual membership dues). You will receive a \$100 non-transferable certificate good toward a future NSA meeting registration fee, redeemable within two years of your membership month. Your membership investment includes a one-year subscription to *Professional Speaker* magazine. Members may not deduct subscription price from dues. If you currently subscribe to our magazine, please let us know so we can refund the unused portion of your subscription.

New Member Investment \$ 600.00

Method of Payment:

Check # _____ (Payment must be in U.S. funds only. Payment drawn on banks outside the U.S. must be made by International Money Order.)

or Charge to: AMEX Discover MasterCard VISA

Credit Card Number _____ Exp. Date _____

Print Cardholder Name _____

Cardholder Signature _____ Date _____

I was referred to NSA by:

Chapter Print Media Internet

NSA Member, _____

Other _____

The NSA chapter I belong to or plan on joining is:

Code of Professional Ethics

Please read NSA's Code of Professional Ethics before signing.

(Application will not be processed without applicant's signature.)

Members of the Association have adopted and, as a condition of membership, subscribe to this Code of Professional Ethics. By doing so, the members give notice that they recognize the vital need to preserve and encourage fair and equitable practices among all who are engaged in and serve the profession of speaking.

Violations of the obligations of this Code shall be determined in accordance to the Bylaws, policies and procedures of the National Speakers Association. Disciplinary actions shall be instituted by the National Speakers Association in accordance with Bylaws and Rules and Regulations established by the Association. Any such disciplinary action shall be final and binding upon the NSA member and without recourse to the Association, its officers, members or staff.

Article 1. The NSA member shall accurately represent qualifications and experience in both oral and written communications.

Article 2. The NSA member shall act, operate his/her business, and speak on a high professional level so as to neither offend nor bring discredit to the speaking profession.

Article 3. The NSA member shall exert diligence to understand the client's organization, approaches and goals.

Article 4. The NSA member shall avoid using materials, titles and thematic creations originated by others, either orally or in writing, unless approved by the originator.

Article 5. The NSA member shall treat other members with professional courtesy, dignity and respect.

Article 6. The NSA member shall maintain and respect the confidentiality of business or personal affairs of clients, agents and other members.

Article 7. The NSA member shall protect the public against fraud or unfair practices and shall attempt to eliminate from the speaking profession all practices that bring discredit to the profession.

Article 8. The NSA member shall not be a party to any agreement to unfairly limit or restrain access to the marketplace based upon economic factors, race, creed, color, sex, age, disability or country of national origin of another member.

Members of the National Speakers Association are dedicated individuals sincerely concerned with the interests of all who come in contact with the profession. To this end, NSA members subscribe to this Professional Pledge:

I pledge myself to honesty and integrity; to pursue my profession and education to the end that service to my clients shall always be maintained at the highest possible level.

I pledge myself to seek and maintain an equitable, honorable and cooperative association with fellow members of the Association and with all others who may become a part of my business and professional life.

I pledge myself to comply with the standards of the National Speakers Association as set forth in its Bylaws and this Code of Professional Ethics.

As a condition of granting membership in NSA, applicants shall abide by NSA policies, procedures and Bylaws and shall comply with the Code of Professional Ethics as they are now or may be in the future. Applicants shall cooperate with investigations of member practices, give evidence or testimony as deemed necessary and accept discipline as determined. In consideration of the National Speakers Association's review of my application, I hold harmless and indemnify and release NSA, its officers, directors, employees, agents or others acting on behalf of NSA, from any and all liability arising out of the acceptance or rejection of this application and the suspension or termination of membership for any reason.

Applicant's Signature

Date

Service/Supplier Partner Verification

Applicant's name: _____ Date: _____

To apply for NSA's **Service/Supplier Partner** category, the following criterion must have been met:

You must supply materials, equipment or services to professional speakers. You must provide proof of the services you provide to speakers. Verification documents may be in the form of brochures, marketing materials or client reference letters.

Enclose verification documents.

Bureau Partner Verification

Applicant's name: _____ Date: _____

To apply for NSA's **Bureau Partner** category, the following criteria must have been met within the 12 months prior to application:

You must own a bureau and currently possess a minimum of eight (8) speaker/bureau contracts.

Enclose the following verification documents:

- 1. Copies of the eight speaker/bureau contracts.
- 2. Evidence that your company has a listing in your phone directory or other media directory.
- 3. A letter of sponsorship from one NSA Speaker who has been an NSA member for a minimum of two years and has been booked by your bureau for at least one fee-paid speech.
- 4. Signed Standards Agreement for Professional Speakers Bureaus.

Standards Agreement for Professional Speakers Bureaus

I Shall,

1. Represent fairly and accurately the extent of my background and services in both oral and written communications.
 2. Help speakers, to the best of my ability, in their relationships with bureaus so they may understand what they can and cannot expect from bureaus and vice versa.
 3. Represent each speaker fairly without promising clients anything that cannot be provided by the speaker.
 4. Maintain a current file on speakers, regularly upgrading and updating information and material including photos, biographies, tapes, brochures, etc; making every effort to hear each speaker and stay current with their presentations.
 5. Restrict myself to fair and truthful statements when asked to comment on fellow bureaus.
 6. Provide a contact point for the speakers, when asked by fellow bureaus and/or recommend bureaus that have exclusive representations for speakers. An equitable commission split shall be worked out without additional charges to the client when possible.
 7. Disclose to speakers the gross and net honorariums quoted to clients and stay with the predetermined ranges agreed upon by both bureau and speaker.
 8. Avoid working for, supporting or lending my name to organizations or individuals that indulge in unethical practices. (Sharing this information with other bureaus is an obligation.)
 9. Maintain the trust of clients, speakers or others who may reveal confidential information to me unless withholding such information would cause harm to others. In such cases a considered judgment should be made as to the appropriate action.
 10. Constantly search for ways to be of greater value to clients, the speaking profession and the National Speakers Association.
 11. Avoid conflicts of interest
 12. Share with other member bureaus my knowledge and experience as a bureau, when requested to do so.
 13. Expand my talents and abilities without infringing on the rights of others.
 14. Remember it is an obligation and a privilege to be completely fair with speakers and clients and to maintain rapport beneficial to a profitable relationship with both.
 15. Share all ratings of performance provided by clients with the individual speaker, to assist in the growth and development of that speaker.
 16. Remit all honorariums and expense checks to speakers immediately upon payment by the client.
 17. Communicate immediately with the speaker any changes decided upon by the client that might change the speaker's presentation.
 18. Do everything in my power to ensure that both client and speaker have a worthwhile and positive experience.
 19. Notify speaker about a date before committing to booking.
 20. Release "holds" on speaker's calendars promptly when the client decides upon another speaker or at the point the bureau determines the sale is lost.
 21. Inform clients about such items as: advance deposits, first class air fare and selling products from the platform, before any agreement is made between the bureau and client; then confirm it in writing.
 22. Obtain permission from the client and the speaker before using their name, or company name, in bureau promotions.
- Please read the standards agreement carefully before signing and retain a copy for you records.
- Having met the necessary conditions for NSA's Bureau Partner category, I hereby further affirm that I have received, read, understand and agree to abide by the Standards Agreement for Professional Speakers Bureaus affiliated with the National Speakers Association, in addition to the Code of Ethics of the National Speakers Association.
- In consideration for considering my application, I shall indemnify, hold harmless and release NSA, its officers, directors, employees, agents or others acting for or on behalf of NSA from any and all liability arising out of the acceptance or rejection of this application and the suspension or termination of membership for any reason by NSA.

Applicant's Signature

Date