

Telecom Association, Inc.

Paid Vendor Program Agreement

September 9, 2009



1. **Purpose.** The purpose of TA's paid vendor member program, owned and managed by Telecom Association, Inc., a California corporation hereinafter called "TA", at 31500 Grape Street #3-307 Lake Elsinore, California 92532 is to distribute information about a paid vendor member program participant, hereinafter called "vendor" to one or more of TA's complimentary members. Any or all of the benefits associated with the TA vendor program may be changed or cancelled by TA at any time without notice or penalty.

2. **Fees & Term.** All vendor program fees shall be prepaid in the amounts specified on the TA vendor invoice found at www.TAvendor.com. A one-time vendor program setup fee applies to all new vendors and previous vendors that go unpaid longer than 30 days. Vendors may choose an annual or month-to-month term. A vendor membership term commences the day the setup fee and either the annual or the first pro-rated monthly fee is paid. Monthly terms renews automatically each month on the 25th via automatic credit card payment. Monthly memberships terminate at the end of the last prepaid calendar month. Annual memberships terminate on their anniversary if not renewed in advance. If a vendor membership goes unpaid for 30 days then all vendor content will be removed from TA publications.

3. **Regular Vendor Member Benefits.** The following benefits are provided to vendor members.

Weekly Vendor Email Blasts - When telecom agents, distributors, channel partners or others join TA as a complimentary TA member (at www.TelecomAssociation.com or www.TAjoin.com) they agree to be subscribed to a separate "vendor email blast" ("VEB") list for each TA vendor. Through TA, each TA vendor can send up to one VEB per week to their TA VEB list. Most TA vendors use their TA VEB conservatively as any TA member can opt-out of any TA VEB at any time. VEBs sent out over the past seven days appear under the "Vendor Update" heading (column number three) at the www.TelecomAssociation.com home page. To see what all the VEBs look like when they are emailed out by TA simply [click here](#) to register as a TA member.

TA Week in Review Email Newsletter Coverage - Every Friday, TA sends out its Week in Review ("WIR") email newsletter. The WIR highlights industry news, provides links to TA reports, interviews and archives and most importantly provides a summary of all the VEBs sent out for the week. So even if a TA member has unsubscribed from a vendor's individual TA VEB, the TA members will still see the vendor's headline via TA's WIR and click on a link to review any or all of the individual VEBs sent out that week. To subscribe to the TA WIR email newsletter simply [click here](#) to register as a TA member.

Large Banner Ad on TA Home Page & WIR Email Newsletter - Each vendor member may, at not cost to the vendor, submit a 125 x 600 pixel JPG, PNG or animated GIF banner to appear on a "space available basis" on the TA home page at www.TelecomAssociation.com and on the TA Week in Review Email Newsletter that goes out to all complimentary TA members every Friday. "Space available" ad placements are not guaranteed and may be "bumped down or out" by any vendor that wished to prepay \$149 for banner ad placement.

Vendor Directory Listing - All TA members have access to TA's [vendor directory](#) where they can find the listing of regular TA vendors that distribute specific products or services or review a vendor's recent VEBs.

TA Vendor Home Page - TA will create for each vendor a TA vendor "home page". This TA vendor home page will be the landing page that TA website visitors go to whenever they click on the TA vendor's name in any TA vendor directory or web page. The vendor's Ta home page will contain contact information for the vendor, appropriate links to the TA vendor's own website and links to all VEBs TA has sent out for the vendor. To see examples of TA vendor home pages simply click on the names of any TA vendor in the TA "Vendor Directory" in column three of the TA homepage at www.TelecomAssociation.com under "Vendor Updates".

Access to TA's Proprietary Membership & Prospect Lists - Paid TA vendor members may request a copy of TA's complimentary members' mailing addresses and phone numbers for the purpose of directly contacting the 3,500 complimentary TA members to inquire as to the complimentary TA members' interest in distributing the TA vendors' products or services. In addition, TA vendors have access to TA's "agent prospect" database of 22,000 business-to-business network services distributors, the same list TA uses to recruit new TA complimentary members.

License to Display TA Logo & Artwork - All TA vendor members current in their vendor dues are authorized to display TA's "[TA Vendor Since \(year\)](#)" icon in any web or print publication. TA vendor members who win one of TA's "[Members Choice Awards](#)" are authorized to display the icon of the award they won in web or print publications. Vendors that are not current with their paid TA vendor dues must not display any TA vendor or TA awards artwork of any kind.

TA Distribution of Vendor Publications - At the vendor's request, TA publish vendor white papers, POD casts, videos or any other publication the vendor wants circulated to the TA complimentary member audience.

Other Management Consulting Services - TA may provide other general or customized management consulting services as requested by TA vendor and as allowed by TA resources.

4. Other Membership Conditions.

Hold TA Harmless - TA attempts to provide vendors with the best value possible. Vendor acknowledges that TA's primary service to vendor is "information and access". Vendor agrees to hold TA harmless of any losses it may incur due to the use of any TA information or TA omission or misprint of information about vendor. Vendor additionally agrees to hold TA harmless in any actions or losses resulting from vendor's access to TA vendor benefits.

No Endorsement By TA - Vendor acknowledges TA vendor membership does not constitute an endorsement by TA of the vendor's program, products and services.

No Returns - TA accepts no returns for any of its vendor services or benefits. TA will not refund any money or provide any credit for any "unused" vendor service.

Fair Dealings, Open Communications & Vendor Suspension - Vendor agrees to deal fairly and communicate openly with TA members. If a TA member files a formal written statement of complaint with TA regarding vendor and TA forwards the statement to vendor for official comments, vendor will communicate with TA and/or TA member regarding the statement. Failure to do so may be grounds for TA to suspend vendor's access to TA vendor program benefits and/or services after 30 calendar days written notice and failure by vendor to properly address complaints.

Understanding and Acceptance of Agreement - By paying any fees, vendor acknowledges understanding and acceptance of TA's current vendor program agreement.

5. TA Contact Information. Questions about the vendor program should be directed to:

Dan Baldwin
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End of TA Vendor Program Agreement dated 9/9/2009