



Recently a prospective vendor asked...

Q: What does the annual \$995 vendor membership include and what will FISPA do for me?

A: If your marketing plan includes Service Providers and CLECs, I'm confident you can leverage FISPA to meet 130 to 150 owner operators over 12 months and build a sales pipeline.

My role as Executive Director is to help vendors that supply solutions to our industry gain access to our members and membership database. We currently have 250 paid and active members, and our market focus and marketing database includes an additional 390 Service Providers and 555 emerging CLECs (middle market communications companies). I help design marketing programs to increase our members' awareness of your solution, and give you opportunities to get our member's attention through a combination of the following:

- Website Listing on [www.fispa.org](http://www.fispa.org) under [Vendor Programs](#) and a private listing behind our Member Area that only our ISP/CLEC members can see
- Daily Listserv participation on [members@fispa.org](mailto:members@fispa.org)
- Please examine our [Meeting Web Portal](#) to see how we're focused on our most recent or next meeting, and to review our [Past Meetings](#) including Attendees since 2010
- Meet-Ups at Industry Events to support our vendors that attend other tradeshow and conferences
- Optional, Direct Response Marketing (Mailing, email, call campaigns)

Each membership includes the website listing, access to the listserv, (1) sponsorship of a monthly webinar (you provide the content and we promote) and participation in FISPA's events as a member. For annual budgeting, I recommend approximately \$2,000 consisting of \$995 for the annual membership and \$1,000 for 2-day 1-night trip to our annual meeting. You will meet 130 - 150 owner/operators over a 12-month period (that's \$13 to \$15 per contact). From a personnel resources perspective, I recommend one person (the same person) to monitor the listserv (less than 6 messages per day), to present on the webinar, and to attend our meeting. FISPA's #1 benefit to our members is networking. Accordingly, we provide a more 'intimate' forum for working together, and from a vendor's perspective, introducing your product. Our members will tell you to "show that you are an expert in what you do first, and then try to sell your product – and attend the meeting". Our annual member 'churn' rate, considered low (this is a good thing) is shown on page 2. You'll also find FISPA to be an effective, low-cost, account management method to maintain customer relationships once members buy from you.

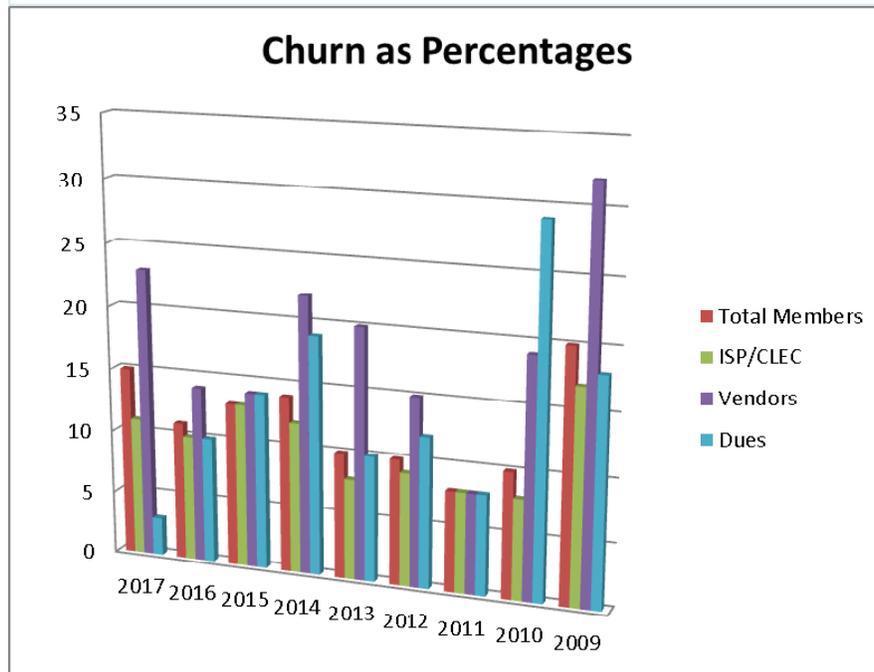
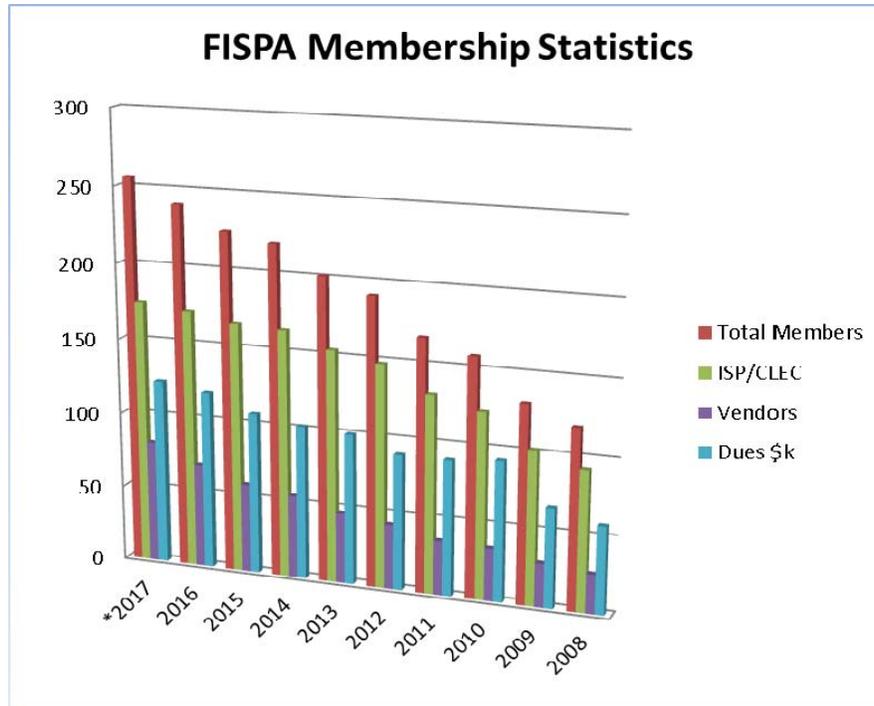
Vendor participation programs start around \$399 at each meeting with options for a display area, preferred speaking/panelists or activity sponsorship to increase your exposure.

What the FISPA Vendor program is not:

- FISPA does not sell our membership database
- FISPA does not sell your product although we will consider entering into a non-complex referral agreement
- FISPA does not hold meetings to produce hundreds of leads in an exhibit hall
- FISPA does not market outside of our focused market niche (Service Providers & CLECs)
- FISPA is not a forum where you can ignore our [members@fispa.org](mailto:members@fispa.org) list-serve, webinars, or meetings and be successful
- FISPA is not a forum where you can tell marketing people to do a presentation at a meeting and leads will be generated.

Thank you for your interest in participating in FISPA.

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