



## MAKE MAPS YOUR MARKETING PARTNER

Boost your visibility and increase your sales through a well-rounded campaign with the Massachusetts Association of Personnel Services (MAPS). Make MAPS your marketing partner to gain elite access to an industry that employs 2.9 million workers per day and generates annual sales of \$82 billion.

MAPS is a trade association representing the Staffing Industry in Massachusetts. Our membership is comprised of Permanent Placement, Temporary Staffing and Executive Search companies located in Massachusetts.

Founded in 1914, MAPS is the oldest personnel association in the country. We provide a cohesive voice and resource for our industry, and have established ourselves as the primary resource for industry education, certification, communications, government affairs, industry trends and analysis, and standards of ethical practices.

MAPS is affiliated with the National Association of Personnel Services (NAPS); <http://www.recruitinglife.com/> and the New England Association of Personnel Services; <http://www.neaps.org/>

### Promote Your Products and Services with MAPS:

- Create top-of-mind awareness of your products and services
- Build brand recognition. *Reciprocal web links encouraged:* <http://www.mapsweb.org/>
- Demonstrate support of MAPS continuing education programs and its efforts to promote legal, ethical, and professional practices for the staffing industry
- Advertising Opportunities
- Trade Shows
- Networking Events

### Promotional Examples:

- Raffles
- Give-a-ways
- Discounts on products and/ or services
- Speaking opportunities
- Event sponsorship
- Joint marketing
- Product Demonstrations
- Webinars

## PREFERRED VENDOR PARTNERSHIP PROGRAM

### [Becoming a Preferred Vendor:](#)

One of the many benefits of membership for MAPS members is access to value-added products and services offered by our Allied Members who can become Preferred Vendors.

Preferred Vendors are announced to members and featured on the MAPS Web-site <http://www.mapsweb.org/>. Preferred Vendor List is available to all existing members, new

members, and potential members; company logo, contact information, descriptions of products and/or services offered, and hyperlink to company Web-site.

If you are interested in applying to be a Preferred Vendor, MAPS considers the following criteria when selecting a Preferred Vendor:

- The product or service must be broadly appealing to MAPS members
- Significant to the operation of staffing firms
- Available to all types and sizes of staffing firms nationwide
- Offered to MAPS members at most favorable terms
- The partner must have the resources to effectively market the program to MAPS members and the partnership should generate additional membership value for MAPS

The vendor organization (not an individual) is considered part of the MAPS Preferred Vendor Partnership Program, and partnership does not constitute an exclusive arrangement. No organization can be accepted into the MAPS Preferred Vendor Partnership Program without prior approval by the MAPS Board of Directors. Membership is renewable annually beginning January 1. A member may be suspended or expelled from membership in the Association for a breach of integrity, honesty, violation of applicable statutes or regulations, or failure to adhere to the Association's Standards of Ethical Practices or any provision of its bylaws after a hearing on such charges.

We strongly encourage companies that wish to offer their product or service through the Preferred Vendor Partnership Program to first become a MAPS Allied Member. First consideration of partnership is extended to MAPS Allied Members to market their product or service to the staffing industry in the Commonwealth of Massachusetts.

## **ALLIED MEMBERSHIP**

### **Benefits for Allied Members:**

In addition to many of the benefits offered to staffing firms, Allied Members gain access to a targeted and growing professional staffing industry audience.

Active member companies of MAPS provide temporary and contract staffing, recruiting and permanent placement, outsourcing, training, and human resources consulting. The U.S. staffing industry generates sales of more than \$82 billion annually.

- Allied Members receive first priority on any marketing/sponsorship opportunity negotiated on a first come first serve basis
- Directory Listing— MAPS Membership & Resource Directory Advertising
- Direct Mail List Access—MAPS member/prospect mailing List (use once quarterly)
- Web Advertising—Logo, contact, and any program offering to MAPS members featured on Web-site Preferred Vendor page. **Reciprocal webpage links desired.**
- Ability to attend meetings and networking events at member rate
- Allied Member Chairperson on the Board of Directors dedicated to the success of your program

For information or an application contact: **Ariana Zadek, CPC**  
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