

MARKETING

SECTION 10
ACSA POLICIES & PROCEDURES

Section 10 — Marketing

Policies:

10.1 Marketing of ACSA Programs

ACSA recognizes in order to reach potential members, buyers, and program participants, ACSA must compete in an increasingly crowded, sophisticated and expensive promotional environment. ACSA programs, products and services will be designed, developed and delivered to provide primary benefit to ACSA members.

10.2 Out-of-State Markets

Out-of-state markets may be pursued provided ACSA efforts do not provide unfair or destructive competition or usurp the rights of smaller colleague organizations and only with the express written approval of the executive director.

10.3 Marketing Standards

Promotional materials and techniques shall adhere to accepted marketing standards of good taste, economy and effective audience targeting, and ACSA reserves the right of final judgment.