

MEMBERSHIP FORM



Working to promote, protect and advance
the Out Door Advertising Industry



-  Ground Floor, R4/X, Block-B, Gulshan-e-Jamal Main Rashid-Minhas Road, Karachi.
-  +92 342 8363800
-  info@soaa.pk
-  www.soaa.pk

Sindh Out Door Advertisers Association's (SOAA) is the trade association for companies in the active outdoor advertising business. Due to an emerging broader lifestyle and changing market needs, the outdoor advertising industry has to be strengthening a prosperous and successful outcome for the benefits and common interests of its members and this trade.

1. Ideology & best practices:

- 1.1. To protect and support common interests of businesses of its members' and self respect in all means.
- 1.2. To promote and motivate members' to maintain their business documented and strict to only entertain documented cases/complaints of our members.
- 1.3. To appreciate collective efforts for ALL and discourage bias approach of an individual's.
- 1.4. To protect trade's interest and motivate members for collective efforts of sustainability .
- 1.5. To represents the outdoor industry's interests in the legislative and policy development process and works with key members of legislative body to promote equitable and predictable trade policies.
- 1.6. To sensitize and educate members for easier and swift process of auction's sites.
- 1.7. To provides relevant market intelligence including point-of-sale data, participation data and benchmarking information.
- 1.8. To expand markets and help its members make informed business decisions. SOAA will also offers benefits to its members with direct and immediate advantages to the bottom line, provides numerous cost-saving benefits to its members such as discounts, discounted exhibit space at the ExpoMarkets/Shows and other cost-saving benefits.
- 1.9. To form strategic alliance aimed at boosting efforts to ensure the growth and success of the outdoor advertising industry.

2. Members Priorities:

- 2.1 To follow rules of business, guidelines, SOP's that are set by the respective legislators for installation of the sites and obtain necessary certification from the respective engineering body.
- 2.2 Always prefer to follow the safety procedures and codes for public safety and their property.
- 2.3 Member Agency will be charged a penalty in case of creating hindrance or interruption of other's site.
- 2.4 Motivate each other for collective efforts of creativity in out door advertising concepts as per international standards.
- 2.5 To Support, cooperate, help and assistance to each other in case of any catastrophe or any emergency.
- 2.6 Should Emphasize and strictly follow the procedure to obtain purchase order from clients/customers and agreement should be made between the parties.

3. Members Rights & Responsibilities:

- 3.1 Restrict to proceed with any client that shall not be cleared from the previous member.
- 3.2 Any complaint that shall receive from the member's client/customer will be entertained accordingly and committee shall follow the rules of business in respect of acceptance or rejection of the complaint. In case of acceptance, committee will advise to its member to compliance an agreement in true faith. Association or committee shall intimate its findings to all parties with in 15 days after an acceptance of the complaint. Party shall have the right to submit a review request to the respective body of the arbitration.

- 3.3 All members will be suspended a business relationship with respective member whose malafied intensions found in any case to sabotage others interest.
- 3.4 Any member who shall initiate dialogue or transactional process with any authority to obtain sites wheresoever's has a first right to complete its transaction and any other member persists to intervene must be charged heavy penalty on due course and membership will be suspended as well.

Association will only serve to its member.

Association will take necessary action against member whose cheque will be bounced twice or payment delay to other member.

Association shall maintain and motivate every member for satisfactory payment procedures.

- 3.5 Members are responsible to attend General Meeting.
- 3.6 Distinguish Committees are formed to perform on various assignments that consist upon members who are responsible to assist and report to Managing Body.

4. Membership Suspension or Cancellation:

Membership of Member will be cancelled due to the following reasons;

- 4.1 Any member who may involve in promoting, selling, and negotiating of any site of any Government Person, authority directly or indirectly will be suspended or cancelled from the association.
- 4.2 Disobey of SOP's regarding site installation that cause dangerous for public safety and their property.
- 4.3 Any member involve in Under Invoicing, Under Pricing and Tax Invasion.
- 4.4 Any member who do not follow the collective decision of the association.
- 4.5 Any member who may involved in any conspiracy that damages this trade or its image or business or societal image or state interest will be terminated for 15 years period.

5. Annual Fee:

- 5.1 Members are responsible to pay Rs. 25,000/= as annual membership fee.
- 5.2 Managing Committee has a right to utilize funds for the benefits of the trade and future developments.
- 5.3 Welfare fund shall be established for the benefits of its members and an interest of this trade, who shall also authorize to organize events for better relationships.

NOTE: All members are requested to submit their suggestions; SOAA will discuss & consider all respective applicable suggestions for the benefit of its trade. SOAA is authorize to amend, add or change any article of its association.



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**Application for the Membership of
Sindh OutDoor Advertisers Association**

The President/Secretary General
 Sindh OutDoor Advertisers Association
 SOAA
 Karachi – Pakistan.

Dear Sir,

I/We hereby agree, if elected to become a member of the Sindh Out Door Advertisers Association, and undertake to confirm to, and be bound by the Memorandum and Article, Code of Conduct and By Laws of the Association in force from time to time.

Company Name: _____

Status of Company: a) Proprietorship, b) Partnership, c) Private Limited

Status Mentioned: _____

Name of Proprietor/Director(s)/ Partner(s): _____

Office Address: _____

Branch Address: _____

C.N.I.C #: _____

Date of Company Established: _____

NTN #: (copy attached) _____

Name of Bank with Branch Address: _____

Status in Company: _____

C.N.I.C #: _____

(copy attached)

Cheque # for Membership Fee: _____

(Cheque will be returned if not approved)

Email Address: _____

Website Address: _____

Work #(s): _____

Fax #(s): _____

Cell #(s): _____

Resident #(s): _____

Contact Person (in case of emergency) _____

Contact Details: _____

Name of Authorized Representative
For Election Vote Cast: _____

Declaration:

- (i) That the applicant is a sole proprietor/partner/director, and authorized representative to make the application,
- (ii) Copy of NTN or copy of paid challan of any Site.
- (iii) Copy of CNIC.
- (iv) That the prospective applicant has no criminal conviction.

Signature & Company's Seal of the Applicant _____ Date _____
With status in the concern

For Office Use Only

Receipt #: _____ File #: _____

Date: _____ Reg. #: _____



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We, the bonafide members of the Sindh OutDoor Advertisers Association Registered (SOAA), do respectively propose second the above named as an applicant for membership of the Sindh OutDoor Advertisers Association Registered (SOAA).

1. PROPOSER Name of Company

Signature & Seal

2. SECONDER Name of Company

Signature & Seal

NOTE : Both proposer & seconder should be The Authorized representative of their Companies having valid membership of the SOAA.

The applicant must accompany the fee through cash amounting Rs. 12,000/- for a period of one year membership