

NYSPMA

Project Estimated Budget



Website Design & Development

New Responsive Design w/ Inline Editor

60 Hours - \$7,800

Conference Micro-Site

New Responsive Design w/ Inline Editor

30 Hours - \$3,900

Since 1990, we've been 'Helping Associations Grow with Technology.'
We'd love to help your organization as well.

Next Steps to Get Started Today!

Sign and return your proposal.

Schedule your initial project call 614.451.5010

I hereby authorize the work to be performed:

Authorized Signature

Date

Print Name & Title



It's Time for a New Look!

Upgrading your existing website to a new **responsive** design will not only give you a fresh, more professional online presence -- it will also help increase your website's performance and end-user experience across all devices.

A new website design is also a great time to carefully review your website's content. We will work closely with you to offer suggestions for improvements to your content, layout and structure. We can also help you decide what to leave in and what to leave out.

We are constantly improving WebSuite2. So there are undoubtedly new, built-in features that you aren't presently utilizing that can help boost the value of your website to your target audience. We will help you uncover and leverage those new features.

Meet the TCS Team

What sets us apart from other AMS providers is our personalized service. Folks with many years of experience working exclusively with associations and AMCs:



KEEPING CLIENTS HAPPY FOR OVER 25 YEARS

One of our guiding principles is to put 'Current Clients First' and it shows. Nearly 50% of our clients have been with us for more than TEN YEARS!

- 12% 20+ Years
- 37% 10-19 Years
- 27% 5-9 Years
- 18% 2-4 Years
- 6% New Clients



SERVING MORE THAN 200 ORGANIZATIONS



Why Your Membership Database and Website Software Need to Be a Single Product



Note that all of the functions shown above require tight integration with your membership database. Data needs to be immediately updated, not passed to some other membership database system. For example, members will update their contact information and then check the online directory to see if it is displayed correctly. They will register for events and then check to see if they are registered, etc.

WebSuite2 provides this integrated functionality - all in a single product. You don't need to pay a website provider to develop all of the software necessary to make this happen. We've already done that! Plus, you have a single phone number for all of your support needs.

WebSuite2TM handles it all in a single product.

Website Design & Development

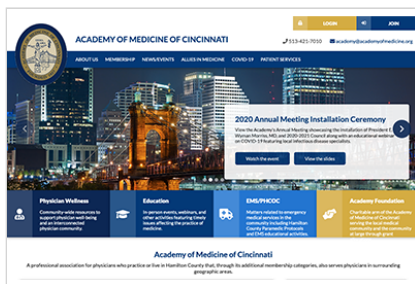
60 Hours - \$7,800

Hey, it's Jen & Jeff! It was great talking to you about upgrading the NYSPMA website. As we discussed, your current website is over five years old and is ready for an upgrade. Updating your website to a new responsive design will not only get you a fresh new look and feel, but it will also add the latest in responsive technology to the back end.

We've identified some recent client websites below that we wanted you to see. While many features are shared by our client websites, it is important to know that each website is uniquely designed to fit your needs. During our initial project call or meeting, we will help you identify and prioritize your goals and key purposes of your website. Who does your website serve? Is your website's purpose to get new members... a tool for your current members... to connect the public to your association... or all of the above?

By understanding your objectives, we can fine tune your website to maximize its value for your association and your target audiences.

Here are some similar client websites:



The **Academy of Medicine of Cincinnati** website is one of our newer responsive designs. This new, clean design helps them highlight their upcoming events with professional graphics in the banner slideshow, along with the call-out boxes, upcoming events, and a quick links section.



The **National Career Development Association** website is also one of our newer responsive designs. This design helps them highlight their upcoming events with clean professional graphics in the banner slideshow. We also incorporated a featured product right on the homepage along with call-out boxes.

Their navigation menu has a unique design that gives users the ability to easily find the information they are seeking. The expanded drop-down menus help keep their content more organized and improve the overall user experience.

For even more examples, check out some of the other websites below.

We are excited to get started on your website, as soon as you are ready.



Conference Micro-Site

30 Hours - \$3,900

Another item we discussed was a Conference Micro-Site. For many of our clients, we have created new responsive Conference Micro-Sites for their annual conferences/trade shows. These websites are a great way to brand your conference outside of the main website and give your users an easy way to access information during the event on their phones.

These sites are setup in a way that makes them easy to be updated each year to match a new conference theme. The time involved to create these websites varies depending on the complexity of the event.

Here are some client Conference Micro-Sites:

