

Introduction to the BD-Institute's Membership Program

In today's competitive environment, knowledge about known best practices within business development (BD) organizations and how to apply them for results is critical to the success of both large and small companies, regardless of marketplace. Organizations are looking for proven ways to help them increase revenue and achieve their BD goals.

The BD-Institute's Corporate Membership Program offers you a unique opportunity to distinguish your company as a leader in the Business Development community:

- Partner with the BD-Institute as a thought leader in Business Development
- Participate in the BD-Institute's annual research forums and benchmark studies
- Collaborate on direction and strategy for continuing growth and development of BD best practices

Program Summary

Corporate Members represent the "heart" of the BD-Institute's Community of Practice – organizations that have adopted the BD-CMM and seek active participation in its continuing growth, development, and application to their own organizations. They also constitute a research and development base to show the benefits of using the model to manage and continuously improve BD practices.

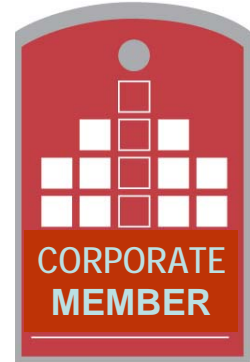
Membership acknowledges leadership in the BD Community and provides vital support to the BD-Institute in maintaining the BD-CMM as the industry standard for BD best practices.

- Share experience and expertise at Annual BD-CMM Leadership Conferences and in building the BD-Institute's body of knowledge, BD-KnowledgeBase™
- Participate in the ongoing research and development surrounding the BD-CMM and the results of its implementation
- Provide lessons-learned and other feedback to the BD-Institute

Membership levels allow for broad industry participation in the program, ranging from Small Businesses and other "Small Settings" to major corporations. This assures that a variety of business perspectives are represented in BD-Institute's Community of Practice, based on their application of BD-CMM practices to a range of business environments.

Member Benefits

Participants in the BD-Institute Membership Program receive benefits that give them exclusive access to certain BD-Institute offerings, as well as help with their business development initiatives:



This program description addresses the following:

- *Brief discussion of the membership program*
- *A summary of program benefits*
- *More information about the BD-Institute and how to become a member of this Community of Practice*

- Direct input into the BD-Institute’s strategy and direction
- Invitations to exclusive events, with topics of executive interest
- Acknowledgement on the BD-Institute’s website and publications
- Unique access to BD-Institute offerings and information
 - Eligibility to have internal Appraisers and BD-CMM trainers
 - Participation in and free reports on Research Forums and benchmarking studies
 - Access to BD-KnowledgeBase™ on website portal
- Discounts on BD-Institute programs, services, and events
 - 10% (minimum) discount on BD-CMM training programs and 5% discount on BD-CMM appraisal services
 - Free attendees at the Annual BD-CMM Leadership Conference, plus 10% (minimum) discount for additional attendees

All Corporate Members enjoy a unique relationship to the BD-Institute and provide critical support to the BD-Institute’s mission within the Business Development Community.

Cost of Corporate Membership

Corporate Membership Program	Duration	Number of Annual Conference Attendees Included	Price
Business Entity with revenue less than \$5M	Calendar Year	1	\$2,500
Business Entity with revenue from \$5M to \$50M	Calendar Year	2	\$5,000
Business Entity with revenue from \$51M to \$500M	Calendar Year	3	\$10,000
Business Entity with revenue from \$501M to \$1B	Calendar Year	4	\$15,000
Business Entity with revenue in excess of \$1B	Calendar Year	Negotiated	Negotiated
Notes: (1) Companies enroll at a given level based upon the size of that operating organization, regardless of whether it is part of a larger business entity.			
(2) Adjustments to program parameters may be made in defining the appropriate level for companies outside USA.			

About the BD-Institute

The BD-Institute is a non-profit organization dedicated to promoting business development excellence through the BD-CMM. The BD-Institute’s mission is to promote an innovative community of practice in business development through appraisals and self-assessments, best practices, certifications and benchmarking. The BD-Institute provides a basis for collaboration among diverse communities of practice, and emphasizes business-development transformation and continuous improvement as prerequisites for cutting-edge business results.

The BD-CMM is based on the original Carnegie Mellon® Software Engineering Institute (SEI) CMMs and was developed in collaboration with the Association of Proposal Management Professionals (APMP).

For further information, please visit our website at www.bd-institute.org or contact by telephone at +1.602.502.5100 or by email at info@bd-institute.org.