



Sample ADMC Application

Name *

First Name

Last Name

Title *

Email *

example@example.com

1. ORGANIZATION INFORMATION

Organization *

Established Date *

Website Address *

Tax ID / VAT *

Address *

Street Address

Street Address Line 2

City

State / Province

Zip Code

Country

Phone Number *

Country Code

Area Code

Phone Number

Provide the standard office hours (Monday - Friday) *

2. CORPORATE STATUS

DMC Corporate Status *

- ☐ An independent, stand-alone corporation, LLC, SRL, or other organization
- ☐ A subsidiary
- ☐ A division within another corporation, organization, or company
- ☐ Other

3. CHIEF OPERATING OFFICER

Name *

First Name

Last Name

CEO Title *

CEO Email *

example@example.com

List all individuals with ownership interest in your DMC. *

Provide name and percentage of ownership.

Has there been a change in ownership status in the last year? *

- ☐ Yes
- ☐ No

If Yes, please explain.

4. BRANCH INFORMATION

This application also applies to branch offices within 150 miles / 241 km within the state / province or country.

Does your DMC have other company-owned offices or branch locations to which this renewal application applies?

☐ Yes

☐ No

List company-owned offices and branch locations of the DMC within 150 miles / 241 km.

1. Key contact
2. Full address
3. Phone number

Branches

5. SUBSIDIARY INFORMATION

Is your DMC a subsidiary or division of a parent company? *

☐ Yes

☐ No

If the DMC is a subsidiary or division of a parent company, provide the following:

1. Name of parent company
2. Corporate status of parent company

Parent Company and Corporate Status

Is your DMC a parent company with subsidiaries? *

- ☐ Yes
- ☐ No

If the DMC is a parent company and has subsidiaries, provide the following information for each:

1. Name
2. Type
3. Corporate Status

Subsidiaries

--

6. OPERATIONS

For-Profit Entity - Is the DMC a for-profit entity whose primary business is directly providing and/or managing four (4) of the five (5) core DMC services: events, activities, tours, transportation, and program logistics. *

- ☐ Yes
- ☐ No

Primary Business - Is Destination Management the primary business, with more than 80% of the business' revenue from DMC services? *

- ☐ Yes
- ☐ No

Contract Components - Do the DMC's written client contracts clearly state 1) the services to be rendered, 2) fees or basis for billing to be paid by the client, and 3) terms and termination aspects of the contract between the client and the DMC? *

- ☐ Yes
- ☐ No

Client Satisfaction Survey - Does the DMC administer a written or electronic client satisfaction survey for every program operated over \$5,000 USD (or equivalent) gross revenue? *

- ☐ Yes
- ☐ No

Full Time Employees - Does the DMC maintain a minimum of three (3) full-time employees (covering the areas of sales, operations, and administration)? *

☐ Yes

☐ No

7. DMCP REQUIREMENT

Your DMC must employ an individual(s) with a current Destination Management Certified Professional (DMCP®) designation. Please note that you must have one valid DMCP® physically in each company-owned office, branch, subsidiary, and affiliate.

DMCP Name and Year of Certification *

8. INSURANCE

DMC must maintain comprehensive insurance sufficient to protect clients, including a minimum of \$2 million USD General Liability. Please indicate the insurance policies your DMC holds.

Check all that Apply *

☐ Commercial General Liability

☐ Property (including property in transit)

☐ Non-owned and Hired Auto Liability

☐ Worker's Compensation

☐ Professional Liability Errors and Omissions

\$2 Million USD Minimum - General Liability insurance must be at least \$2 million USD or the highest allowed by your country to qualify for accreditation. If you meet this requirement, select \$2 million USD below. *

☐ I have a minimum of \$2 million USD in insurance.

☐ Other

9. REFERENCES

Please provide three client references from different sources. DMC must have provided three of the five core DMC services: events, activities, tours, transportation and program logistics, to client within the last 12 months. Provide: 1) contact name, 2) company, 3) email address, 4) services provided.

Client Reference #1 *

Client Reference #2 *

Client Reference #3 *

10. INDUSTRY MEMBERSHIP REQUIREMENT

The DMC or one of its representatives must belong to the applicable Destination Organization (DO), Convention and Visitors Bureau (CVB), Tourist Bureau, and or local Chamber of Commerce for your designated service area. (You must maintain membership in each city you have company- owned offices, branches, subsidiaries, and affiliates.)

Industry Membership *

- ☐ CVB
- ☐ DO
- ☐ Tourism Bureau
- ☐ Chamber of Commerce
- ☐ None

If none, explain why the DMC does not hold the above membership.

ADMC DOCUMENT UPLOAD

Part of the ADMC application process is providing documentation. Upload the following documents in order to complete the ADMC application process.

1. A copy of the company's **Articles of Incorporation** OR
 - a. DMC is not incorporated and will provide a copy of the company's charter or other governing document that shows evidence that the DMC is a recognized business entity and is in good standing in its state of domicile.
 - b. The DMC is a non-US applicant and will provide an equivalent document that the DMC is a recognized business entity and is in good standing at the location of business.
2. Documentation of tax law compliance or **Certificate of Good Standing** from the state in which the DMC is incorporated, or has its principal office, and for each DMC office, branch, subsidiary, and affiliate.(if different from the state/province/country in which the DMC is incorporated, when required by law.) Note that accreditation can only be granted to offices of the DMC in states/provinces/countries from which a Documentation of tax law compliance or Certificate of Good Standing is provided.
3. **Balance sheet** current within 90 days of application attesting to the company's financial status or a letter of financial standing from your Certified Public Accountant (CPA) or equivalent.
4. **Bankruptcy** resolution (if applicable)
5. **Lawsuit(s)** resolution (if applicable)
6. **Membership certificates** of applicable Convention and Visitors Bureau (CVB)/Destination Organization (DO), Tourist Bureau, local Chamber of Commerce organization.
7. **Certificates of insurance**/evidence of general liability coverage in the amount of \$2 million that are in DMC name and not in the name of the clients.
8. Formal **organizational chart** noting all company positions and the hierarchy within the company.
9. Written **job descriptions** for all job functions noted within the organizational chart. This must include education and experience requirements for each position.
10. A representative sample **service contract** (fees and other sensitive information should be deleted)
11. A representative **sample survey**.
12. Download **Declaration and Release** with Principal/Officer signature.

11. CODE OF ETHICAL CONDUCT

In order to provide the highest level of professionalism to our valued clients around the world, members of the Association of Destination Management Executives International (ADMEI) have made the commitment to honor and uphold the following standards throughout their membership in ADMEI. By doing business with an ADMEI member, clients and suppliers are assured they are dealing with a DMC professional of good standing.

As a member of ADMEI, I will:

- Partner with clients, colleagues and suppliers in a professional and ethical manner.
- Use my position in ADMEI to the support and advancement of my professional organization, and I will advise all parties including my organization, of any circumstances which may have the appearance of impropriety.

- Commit to improve and evolve the DMC profession while maintaining its integrity and competence.
- Protect the confidentiality of Client Requests for Proposals (RFP) and company information shared with a DMC.
- Honor oral and written agreements in spirit and intent.
- Avoid actions which are or could be perceived as a conflict of interest or for individual gain.
- Not knowingly or recklessly make false or misleading statements about clients, colleagues and suppliers or their business.
- Offer reasonable and appropriate incentives, goods and services in business relationships and adhere to anti-bribery best practices and related local legislation where enforced.
- Commit to the protection of the environment by responsible use of resources in the production of events and meetings and offering environmentally responsible alternatives to clients.
- Practice financial integrity by maintaining proper and accurate records in accordance with applicable laws, regulations, and Generally Accepted Accounting Principles (GAAP).
- Remain impartial with regard to the program elements proposed to clients.
- Do my part as an organization to create an inclusive work environment, observing equal opportunities, that respects all peoples without regard to ethnic origin, nationality, national origin, race, religion or belief, sex, gender, age, color, sexual orientation, or disability.
- Support building a diverse team and supplier network and not tolerate discrimination of any kind.
- Pay industry-standard rates as applicable in each country for employees and freelance staff never going below any set legislative minimum wage threshold.
- Always act in the best interests of the association.

Supplier and Industry Relationships | As a member of ADMEI, I will:

- Provide all available and pertinent information during the bidding process such as whether the program is firm, or if other options/suppliers are being considered.
- Refrain from knowingly using proprietary and confidential information, proposals, or concepts from competing Destination Management Companies or third parties.
- Accept only reasonable and appropriate incentives, goods, and services in business relationships and adhere to any legislation applicable to bribery.
- Respond with timely information necessary to successfully deliver services.
- Provide professional feedback (when requested) on why any proposals are rejected and release any holds or intents with affiliated suppliers in a timely manner.
- Be fiscally responsible and pay all deposits and final invoices in a timely manner.

Client Relationships | As a member of ADMEI, I will:

- Act ethically, with integrity and professional competence.
Present services and supplier partners that best suit the clients' goals and objectives.
- Provide an accurate estimation of the program requirements in accordance with industry standards.
- Offer only reasonable and appropriate incentives, goods and services in business transactions.
- Use client deposits/payments as contracted for each client's program.
- Protect clients' information by using programs that secure and encrypt information and in accordance with any General Data Protection Regulation (GDPR) legislation (or equivalent) in DMC country or region.

12. ELECTRONIC SIGNATURE

Verification of Authenticity / Completeness

I confirm, that by submitting this application, I, the undersigned, am an authorized representative of the DMC and agree that to the best of my knowledge, all information contained and supporting documentation in this application are true and not misleading, that all of the information in this application and supporting documentation is accurate and complete, and that I reasonably and in good faith believe that the requirements have been fulfilled.

The DMC agrees that it currently complies with and will continue to comply with and maintain the Standards for ADMEI Accredited Destination Management Companies at all times during the period of accreditation.