

## Branded Partner Subscription Details

(the fine print)

### Definitions

- **Branded Partner:** A manufacturer or supplier entity, who participates in the BrandedSPEC program.
- **BrandedSPEC Program:** The provision of master (template) specifications, in industry acceptable formats, accessible on the Spex.ca website at no cost to the end users (architects, engineers, specifiers).
- **BrandedSPEC Section:** A master (template) specification section designed to aid a specifier to write a project specification for a specific product, which is organized to the 3-part CSC/CSI SectionFormat standard, and is electronically formatted for compatibility with other specifications available from Spex.ca.
- **Digicon Information Inc.:** Copyright owner and primary developer of the BrandedSPEC subscription program.
- **Spex.ca:** A marketing alliance between Digicon and Construction Specifications Canada (CSC); BrandedSPEC is distributed to the public through the Spex.ca internet portal.
- **Subscription:** A service provided through Spex.ca to allow a manufacturer to provide a product specification on the Spex.ca website, for use by specifiers and other industry professionals to develop construction Project Manuals.

### Services provided to Branded Partners

The Branded Partner's subscription entitles the Partner to the following services, provided by Spex.ca:

- A review, with recommendations for changes when necessary, of all master specifications received prior to registration to ensure their compliance with industry quality and formatting standards.
- The development of suitable BrandedSPEC sections if none are available prior to enrolment.
- The addition of name, contact information, distributors, and other such information to the Spex.ca web site once the development, review, and approval process is complete.
- The provision of the BrandedSPEC section in all file formats offered by Spex.ca to its customers.
- Maintenance service: BrandedSPEC documents are maintained current, in response to changes in building standards cited, or changes to product attributes as advised by the Branded Partner.
- The inclusion of the Branded Partner names listed on the Spex.ca web site, and the quarterly SpexNews newsletter published by Spex.ca.
- Inclusion in additional marketing that Spex.ca may undertake to promote the BrandedSPEC Program in general, including seminars, and magazine advertising.
- The ability of the Branded Partner to use BrandedSPEC sections for their own purposes, including catalogs, CD-ROM, and web sites, subject to the contract signed with Spex.ca.
- The provision of activity reports so that Branded Partners know exactly how often their documents are downloaded, and by whom\*.

### The BrandedSPEC Program

The process of becoming a member of the BrandedSPEC program involves three phases;

- The enrollment phase, where the BrandedSPEC section is reviewed and revised or created, prior to introduction into the system. The enrolment phase includes:
  - The identification of product BrandedSPECS to be included,
  - The review of manufacturers' current specifications by Spex.ca,
  - A report outlining the strengths and weaknesses of current specifications to determine requirements before the specifications can be placed on the web site,
  - The development of product BrandedSPECS by Spex.ca as requested, including final approval.
- The subscription phase, where sections are added to BrandedSPEC on the Spex.ca web site and offered to the public for use in the development of Project Manuals.
- The maintenance phase, whereby BrandedSPEC sections are reviewed and updated as industry practices change or at the request of the manufacturer.

\* Spex.ca users must consent to the release of their contact information. When they do not, anonymous statistics showing subscriber location are provided.

**Pricing**

<b>Enrollment Phase</b>			
	Review of existing documentation	\$500	
	Implementation of recommended changes	\$500 - \$1,000 per Product/Section	Quotations are provided with a rationale before implementation of changes.
	<b>OR</b>		
	Development of a product BrandedSPEC	Quoted Fee (\$500 - \$5000 depending on the subject complexity)	Individual quotations are provided based on the size and complexity of the product and specification sections required.
<b>Subscription Phase</b>			
	Subscription Rates*	First Section: \$1,490.00	
		Second Section: \$990.00	
		Subsequent Sections: \$490.00	
<b>Maintenance Phase</b>			
	Updates	Base fee of \$100.00 (actual costs vary for each product)	Costs greater than \$100.00 are quoted only when extensive upgrades are required.
	Other Development Software development IT integration, etc	\$120.00/hour	

\* 15% Discounts are provided on all three (3) year commitments.

**Payment Options**

All fees are due and payable upon receipt of an invoice. Interest is charged at a rate of 1.2%/month on all outstanding accounts.

Fees may be paid by cheque, Visa, Mastercard, or American Express. All cheques are to be made payable to Digicon Information Inc.

Development fees are due prior to posting on the Spex.ca website.

Notice of annual fees is provided 30 days prior to the renewal date, one year after the date the BrandedSPECS are placed on the Spex.ca website.

At least 14 days notice will be provided for any changes to pricing.

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