

ASC X12 STEERING COMMITTEE MARKETING TASK GROUP CHARTER

1. ORGANIZATION

The Marketing Task Group (MATG) is a standing task group of the ASC X12 Steering Committee, operating under the provisions of the ASC X12 Organization and Procedures Manual (OPM) and any other applicable ASC X12 Standing Documents which shall govern in case of conflict with this charter.

2. PURPOSE AND SCOPE

The MATG is chartered to assist and make recommendations to the ASC X12 Steering Committee in promoting ASC X12 products, membership and sponsorship, and to increase the visibility of ASC X12 in its role as the recognized cross industry forum for electronic document exchange.

All actions of the task group are subject to review and approval by the ASC X12 Steering Committee. The scope of MATG comprises the following:

- 1.) Analyze, prioritize and recommend the marketing strategies to be conveyed by ASC X12.
- 2.) Craft the marketing communications and work with the ASC X12 secretariat and the subcommittees of ASC X12 to develop and distribute the promotional materials.
- 3.) Recommend the marketing activities for inclusion in Standing Document 4 (SD4).
- 4.) Design and develop a marketing budget with the ASC X12 secretariat and the communication collateral material that can be used to effectively and consistently convey ASC X12's value.

3. MEMBERSHIP

Members of the MATG must be a member in good standing of ASC X12 (dues must be current).

4. OFFICERS

The ASC X12 Chair shall appoint the MATG Chair. The Task Group Chair may then appoint a Task Group Vice Chair and other officers deemed necessary or appropriate. MATG members may elect additional officers at the discretion of the MATG Chair. The terms of all officers shall be at the discretion of the MATG Chair but subject to termination by either the ASC X12 Chair or the Task Group Chair. At all times, termination must be communicated to the MATG Chair.

5. CONDUCT OF MEETINGS

All meetings shall be conducted by Roberts Rules of Order. In the event there is a conflict, Roberts Rules of Order and all ASC X12 Standing and Operational Documents shall preside.

6. VOTING

All decisions of MATG shall be by consensus of all task group members participating in a meeting or responding in writing to a request for input. Written items are acceptable in the form of a letter or electronic mail to the Task Group Chair, or through other electronic means as determined by the Chair. A straw vote of the members attending may be taken by the Chair to assist in determining consensus. Questions of procedures not covered elsewhere in this charter shall be settled using Robert's Rules of Order (current edition).

7. MEETINGS

Both physical (face-to-face) meetings and teleconferences shall constitute formal meetings of MATG. The MATG Chair shall provide a minimum of 30 days notice to members of a physical meeting and a minimum of 7 days notice of a teleconference meeting. There shall be a minimum of three meetings a year. The MATG Chair shall determine the means by which the meeting shall be held but shall endeavor to make the means as inclusive as possible to all members. Teleconferences may be held by telephone or through Internet- based meeting tools as determined by the Task Group Chair.

8. ELECTRONIC COMMUNICATIONS

The use of electronic means as a supplement to traditional written documents and physical meetings shall be permitted under this Charter. Written notices, letters, and other documents shall be considered valid if presented on paper or in electronic forms from email systems, word processors, or other generally accepted electronic means.