



Cross-Media Innovation Center Levels of Membership

Platinum Level

With a financial commitment of \$25,000 per year in support of the Cross-Media Innovation Center at RIT, Platinum Level Industry Partners benefit from the following:

- **Participation in the CMIC Industry Council**

The applied research and development agenda is built through an intensive collaboration between Center researchers and representatives of Industry Partner companies. The Industry Council is the advisory group that is made up of CMIC Industry Partners at the Platinum and Gold Levels. At the annual CMIC Summit, a focused research agenda describing a number of specific research projects will be discussed, and Industry Partner representatives are asked for feedback. Each Platinum Level Industry Partner will have one vote on the annual plan of work that is developed from the outcome of this planning. The Industry Council will also identify issues throughout the year as input to the CMIC research and development agenda.

- **Student Co-op Program**

The RIT Student Co-op Program is a unique opportunity for Platinum Level Industry Partners to benefit from a funded co-op experience at their companies. The Center funds the salaries of students from the RIT School of Media Sciences program for a full-time 10-week work position. Industry Partner companies receive a direct return on their support of the Center with the advanced skills and fresh perspectives of RIT students in the workplace. Co-op position openings are accepted on a quarterly basis.

- **Annual Strategy Review**

Platinum Level Industry Partners will also receive a 2-hour strategy review from experts on the RIT faculty. This review will assess the market position and viability of Partner firm's products and services and will be tailored to the specific business and technical emphasis of the firm.

- **Research inquiries via Print-in-the-Mix**

Print-in-the-Mix (PIM) is the clearinghouse of research on the effectiveness of print and electronic advertising media housed at RIT. Platinum Partner firms can submit up to five customized inquiries to the PIM editor who will access secondary data to answer these inquiries.



- **Admissions to Summit**

Each Platinum Level Partner firm will receive five free admissions to the annual CMIC summit.

Gold Level

With a financial commitment of \$15,000 per year in support of the Cross-Media Innovation Center at RIT, Gold Level Industry Partners benefit from the following:

- **Participation in the CMIC Industry Council**

The applied research and development agenda is built through an intensive collaboration between Center researchers and representatives of Industry Partner companies. The Industry Council is the advisory group that is made up of CMIC Industry Partners at the Platinum and Gold levels. At the annual CMIC Summit, a focused research agenda describing a number of specific research projects will be discussed, and Industry Partner representatives are asked for feedback. Each Gold Level Industry Partner will have one vote on the annual plan of work that is developed from the outcome of this planning. The Industry Council will also identify issues throughout the year as input to the research and development agenda.

- **Research inquiries via Print-in-the-Mix**

Print-in-the-Mix (PIM) is the clearinghouse of research on the effectiveness of print and electronic advertising media housed at RIT. Gold Level Partner firms can submit up to three customized inquiries to the PIM editor who will access secondary data to answer these inquiries.

- **Admissions to Summit**

Each Gold Level Partner firm will receive two free admissions to the annual CMIC Summit.

Individual Level

Individuals can also become members of CMIC. With a \$500 annual fee, each receives one free admission to the CMIC Summit.