



OVERVIEW

MARC USA is committed to providing world-class marketing and advertising services to our clients. In striving to fulfill this mission, we have created the MARC Vendor Diversity Program to ensure that qualified vendors have access to and knowledge of vendor/supplier opportunities within MARC USA. Our goal is to achieve greater participation by minority-owned, women-owned, veteran-owned, disabled person-owned and disadvantaged businesses in our purchasing opportunities.

We believe that inclusion of these diverse businesses not only makes good business sense, but is also part of our corporate responsibility. Such firms supply quality products and services that help us to be efficient and innovative in our business. Our Vendor Diversity Program represents an ongoing effort to integrate and promote our values with our clients, employees and business associates. It is an important component of MARC's overall commitment to diversity and to our culture as an organization.

This policy is clearly communicated in writing to our employees within the organization involved with any purchasing activities. Our associates are expected to commit themselves to its implementation in their purchasing decisions.



MARC USA Vendor Diversity Program

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VENDOR DIVERSITY PROGRAM GUIDELINES

To participate in the MARC Vendor Diversity Program, a business must be certified as a Minority-Owned Business, Women-Owned Business, Disabled-Owned Business, Veteran-Owned Business (collectively M/W/DSBEs) or Disadvantaged Business Enterprise (DBE). MARC's definitions for diverse business enterprise follow standard government guidelines or recognized corporate certification programs.

A **Minority Owned Business** is a business that (1) is at least 51% owned, controlled and operated by one or more minority individuals or, in the case of a public company, at least 51% of the stock must be owned by one or more minority individuals and (2) whose daily business operations are managed and directed by one or more minority owners.

A **Women Owned Business** is a business that (1) is at least 51% owned, controlled and operated by one or more women or, in the case of a public company, at least 51% of the stock must be owned by one or more women and (2) whose daily business operations are managed and directed by one or more women owners.

A **Disabled Owned Business** is a for-profit business that (1) is at least 51% owned by one or more individuals with a permanent physical or mental impairment which substantially limits that person(s)' major life activities and (2) whose daily business operations are managed and directed by one or more disabled owners.

A **Veteran Owned Business** is a for-profit small business that (1) is at least 51% independently owned, controlled and operated by one or more veterans, (2) is not dominant in its field, and (3) meets size standards as prescribed by the SBA.

A **Disadvantaged Owned Business Enterprise** is a for-profit small business that (1) is at least 51% owned and controlled by socially and economically disadvantaged individuals and (2) who presumably are African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans, women, and others on a case-by-case basis (3) which does not exceed the periodically adjusted size of \$22.41 million.

VENDOR DIVERSITY REGISTRATION PROCESS

M/W/DSBEs, DBEs along with Veteran-Owned Businesses interested in registering for MARC's Vendor Diversity Program are asked to submit the following information:

1. copy of M/W/DSBE, DBE, or Veteran Certification from an accredited certifying agency
2. cover letter with brief company description as well as any additional information such as brochures and marketing materials outlining products and services
3. three professional references that MARC may contact

Please forward the above information to:
Chief Administrative Services Director
MARC USA
225 W. Station Square Drive, Suite 500
Pittsburgh, PA 15219-1122

Registration can also be completed online at www.marcusa.com/vendordiversity

For more information about the MARC Vendor Diversity Program, please call **412-562-2000**.

