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April 21, 2004

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**Collective Membership Proposal – Hungarian Society of Nephrology**

Dear Dr. Turi:

We hope this message finds you well.

We appreciate the close collaboration between the Hungarian Society of Nephrology and the ISN. Our relationship in the past has been one based mainly on a reciprocal exchange of information, however providing your members with only limited tangible benefits.

As an official Affiliated Society of the International Society of Nephrology, we would now like to submit to you, the leadership of your Society and your members an official proposal for a collective membership of all members of the Hungarian Society in the International Society of Nephrology that would provide substantial direct benefits to your members.

The idea behind this proposed collaboration is to increase the international network of nephrologists, to proactively involve your members in it and allow them to take advantage of the full range of ISN membership benefits at a greatly reduced rate. At the same time, it also provides the Hungarian Society with another direct and prominent benefit to offer to current and potential members, which should also allow your Society to prosper and grow.

The details of this possible collaboration are as follows:

**The Arrangement:**

- 1.) A collective membership with **online only** access to our journal *KI* at a rate of \$ 60.00 per year per member (not available otherwise) if all members of the Hungarian Society join under this collective membership arrangement.
- 2.) Any individual member could still pay the difference to the full ISN membership rate (currently US\$ 155) to obtain the hardcopy version of the journal as well.
- 3.) The Hungarian Society agrees to a three-year collective membership arrangement after which the collaboration will be reviewed and a renewal and the terms will be renegotiated. ISN guarantees that the level of the collective membership dues will not change for this period of time. (However, we expect that the dues for individual members will increase in the future.)
- 4.) ISN will invoice the Hungarian Society (or a supporter of this project) on an annual basis for the corresponding number of collective members (no individual renewal notices will be sent to the members)
- 5.) The Hungarian Society and the ISN will be in close contact to ensure the accuracy and most updated contact details for all members at any given time.

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**Benefits for your Members:**

Apart from online access to *Kidney International*, and as part of the collective membership, the individual members of the Hungarian Society would also specifically benefit from:

- Reduced registration fees at ISN meetings (World Congresses of Nephrology and Forefront Conferences) and other selected education events organized or supported by ISN (where applicable)
- Listing in and access to the online ISN Membership Directory
- Receipt of the ISN hardcopy and online e-updates
- Eligibility for travel grants and other types of support or special collaborations
- Active involvement in ISN activities, committees and commissions (such as COMGAN)
- Active participation in other Society matters
- Full voting rights
- Access to members-only features at ISN's online Knowledge Environment/Educational Web Site (to be launched later in 2004)

**Benefits for the Hungarian Society of Nephrology :**

For your organization itself, the ISN would further offer the following incentives:

- Listing on the ISN web site including full contact information and a short description, if requested
- Reciprocal announcement of events and other news
- Regular updates on ISN activities and programs
- ISN may provide assistance in (announcement, recommendation of faculty/speakers, etc) and endorsement of meetings (if requested and approved by the ISN Executive Committee)
- ISN would also share the full contact details of any and all nephrologists from your country we have in our database with you for your Society to potentially recruit new members by offering the collective membership agreement as a value-added benefit.

If you, the leaders of the Hungarian Society and your members are interested in this offer, we would kindly request a formal response from your organization informing us about your interest. The collective membership could take effect with membership year 2005.

As regards to the collective membership fee, we believe it would be attractive for corporate partners of your Society to provide support for this initiative. In this respect, we are pleased to let you know that we will be happy to work with you and be able to give supporters significant recognition. Upon accessing the members-only section of the ISN web site, we would be able to recognize the sponsor(s) with a pop-up window (with the name and logo of the company(ies) and a brief statement acknowledging their support (this could even be in Hungarian).

We would also work with you in sending a special welcome letter to all your members outlining the cooperation and recognizing the sponsor(s) for their support. Additional exposure for the collaboration and the supporters can be given in the ISN Newsletter.

We are enthusiastic about the prospect of this collaboration and about the synergies that would be created through this partnership. We sincerely hope that you, the Hungarian Society and specifically your members will find this arrangement attractive and see the mutual benefits as we do to the ISN and our members.

Should you have any questions, please do not hesitate to contact me or Mr. Thomas Reiser at the ISN HQs.

I look forward to hearing from you at your earliest convenience.

Sincerely Yours,



Claudio Ronco, M.D.  
Chair, Membership and Marketing Committee  
International Society of Nephrology