

Shared Assessments Marketplace (SAM) A Partnership Opportunity



About The Shared Assessments Marketplace

The Shared Assessments Marketplace (SAM) brings together the strength of our community to support connections and showcase valuable offerings. From innovative technologies to trusted services, SAM is by members, for members – designed to drive engagement, collaboration, and opportunity across our risk management ecosystem.

Benefits

Within a trusted, vendor-neutral environment, SAM enhances connectivity and visibility to promote smarter decision-making and support stronger risk, cyber, and compliance programs. **SAM offers advantages to both buyers and sellers to help drive innovation and business growth:**

For buyers, SAM offers a variety of trusted third-party risk management (TPRM) solutions through convenient trials and other flexible options.

For sellers, SAM provides direct access to a premier TPRM audience through targeted exposure and co-marketing support.

SAM Principles

- **The Offer:** The offer should be specific, with an accurate description that includes relevant keywords to promote visibility. All Member organizations are welcome to submit offer proposals that elevate the TPRM industry.
- **Strategic Partnership Agreement:** Sellers agree to enter into a Strategic Partnership Agreement with Shared Assessments.
- **Commitment to Neutrality:** Shared Assessments partners with various organizations while maintaining our commitment to neutrality.
- **Non-Endorsement:** Shared Assessments refrains from direct endorsements of sellers in the Marketplace. Shared Assessments Marketplace serves to acknowledge opportunities that sellers offer that go above and beyond their standard offering.
- **Acknowledgement of Non-exclusivity:** Neither party is prevented from entering into similar partnership agreements with other entities. Each party is free to conduct business with third parties, develop and market similar or competing products and services.
- **Confirmation of Membership Status (Sellers and Buyers):** Organizations must have active Shared Assessments' memberships or subscriptions to participate in SAM.
- **Non-Sharing of Member Lists:** Shared Assessments does not grant access to member list or contact information, unless an organization gives direct consent.
- **Pre-determination of the Offer Period:** The launch and closing dates are to be set in advance. Offers available for six months to a year have the best chance of success and lead generation. The offer period may be extended in accordance with the Strategic Partnership Agreement.

By participating in the Marketplace, both parties agree to follow the SAM Principles as applicable.