

ERA EUROPE MEMBERSHIP APPLICATION



Electronic Retailing Association Europe

Please complete the form below and email a signed copy to:
Julian Oberndörfer, Executive Director : joberndoerfer@eraeurope.org
Tel +49 89 27 81 88 50 / FAX : +49 8151 55 66 479

Company Name: _____ Company URL: _____

Address: _____

City: _____ Postal Code: _____ Country: _____

Tel: + _____ Fax: + _____ VAT: _____

Primary Contact:
 Mr/Mrs/Ms First name: _____ Last name: _____
 Full Title/ Position: _____ email address: _____@_____

Secondary Contact
 Mr/Mrs/Ms First name: _____ Last name: _____
 Full Title/ Position: _____ email address: _____@_____

Signature: The undersigned represents the above mentioned company (further referred to as the Member Company) applying for membership of the Electronic Retailing Association Europe. The undersigned certifies that all statements made in this application are correct. To be eligible for membership, the Member Company agrees to abide by the association's statutes and its self-regulation program (not applicable for "observer members"). Upon receipt of this application the necessary documents and forms regarding the association's statutes and self-regulation program will be sent to you. The Member Company also agrees to abide by the ERA (US) Counterfeiting Fact Finding Program. Failure to comply with any of the above obligations can result in the immediate suspension or termination of your ERA Europe membership by the Board of Directors/the General Assembly. Membership dues are not refundable upon termination for any reason. As a member you are entitled to all ERA Europe and ERA (US) membership benefits such as receiving membership rates at conferences and all ERA news media. "Observer members" do not have any voting rights at ERA Europe.

SIGNATURE: _____ DUES LEVEL: € _____ (see below)

Membership categories information:

This ERA Europe membership form is applicable for all European** companies. Members pay dues based on the following criteria:

Core member - Retailers: on total annual European revenues derived from direct response sales to consumers (Electronic Retailing, catalogues & all Direct Marketing Media)

Core member - Suppliers of products: on total annual revenues derived from Direct Response Business.

Please note: European subsidiaries of ERA (US) member companies paying full dues outside of Europe / Middle East pay ERA Europe dues based on their own annual revenue. They are entitled to a 20% discount - with minimum dues of € 3000.

Associated/Observer members: These are suppliers of added value services to electronic retailers, such as media agencies, fulfilment houses, payment processing organizations, TV channels etc. Annual European revenues relate to home shopping/ DRTV business.

Additional Subsidiary listing: this fee applies to national subsidiary companies whose parent companies are full paying members of ERA Europe. The fee entitles the subsidiary company to a separate listing in the membership listing and full voting rights.

**Europe and Middle East countries

Annual Revenues

ERA EUROPE dues

Please tick the relevant category

- 1. Core members**
- | | |
|-----------------------------------|----------|
| € 0 to € 6,2 million | € 3 195 |
| € + 6,2 million to € 12,4 million | € 5 310 |
| € +12,4 million to € 24,8 million | € 7 420 |
| € +24,8 million to € 37,1 million | € 9 580 |
| € +37,1 million to € 49,5 million | € 11 750 |
| € +49,5 million to € 61,8 million | € 13 850 |
| € +61,8 million to € 86,5 million | € 17 000 |
| € +86,5 million to € 112 million | € 18 650 |
| > € 112 million | € 20 200 |
-
- 2. Associated/Observer members:**
- Direct Response Services annual revenues
- | | |
|--------------------------------|---------|
| < € 3,1 million | € 1 600 |
| € 3,1 million to € 9,3 million | € 2 675 |
| > € 9,3 million: | € 3 700 |
-
- 3. Individual entrepreneur/consultant:**
- Annual revenues
- | | |
|-------------------------|---------|
| < € 6,2 million | € 1 600 |
| € 6,2 to € 12,4 million | € 2 675 |
| > € 12,4 million | € 3 700 |
-
- 4. Additional Subsidiary listing:** € 1 600

Membership categories information: This ERA Europe membership form is applicable for all European* companies

5.1 Core member

Can become a core member, subject to approval from the general meeting, any company that directly realizes its revenue from the sale of products and services directly to the end consumer, by means of audio-visual and electronic media.

Any core member, at the time of its affiliation, shall accept without any restriction to comply with the instructions mentioned on the document entitled self-regulation procedure.

5.2 Associated member

Can become an associated member, subject to approval from the general meeting, any company that is associated with or supplying services to companies the activity of which is described under point 5.1. This category of member includes more in particular the vendors and manufacturers of equipment, consultants, telephone service providers, lawyers, website designers, CD ROM producers, data processing service providers, execution and forwarding service providers, post-production vendors, television stations, cable operators, satellite broadcasting companies and other entities interested in growth and commercial success by means of audio-visual and electronic media.

Any associated member, at the time of its affiliation, shall unconditionally accept to comply with the instructions mentioned on the document entitled self-regulation procedure.

5.3 Observer member

Can become an observer member, subject to approval from the general meeting, any person who wishes to help the association or to participate in its activities and who undertakes to comply with the association's articles of association and the decisions made in accordance with these articles of association.

If a candidate member qualifies for becoming a core member on account of its activity, it will not be entitled to become an observer member.

Article 17

The persons participating in the meeting have an equal voting right, each of them holding one vote.

The observer members do not have a voting right. If necessary, they may participate in the meetings with an advisory vote.

*Europe and Middle East countries

ERA EUROPE MEMBERSHIP DUES:

PLEASE PAY DUES IN EUROS exclusively

Dues are to be paid free of taxes and bank charges

EURO BANK ACCOUNT

ING Bank
Avenue Louise 205-207
1050 Brussels
Belgium

ERA EUROPE

Account No:	310-1890101-45
SWIFT/BIC Code:	BBRUBEBB
IBAN:	BE44310189010145