

ERA Global* membership dues 2020



We have agreed a new membership pricing structure which will be effective 1st January 2020. The objectives of the new structure are as follows:

- Reduce fees for the vast majority of members to make ERA even better value for money.
- Simplify the structure and make it easier to understand.
- Attract more new companies as a result of the above as well as retain our existing membership.

It is our hope that by reducing fees and simplifying the structure, companies are more likely to pay the correct membership dues. Our pricing is based on member revenues, with the larger companies asked to pay commensurately a bigger share. With a fresh start in 2020, we think that most members should be very happy to declare their correct current revenues to ERA (in confidence) and will therefore make the appropriate contribution.

ERA EUROPE membership categories		ERA EUROPE membership dues	
Core members: Revenues are derived from direct response B2C (via electronic retailing, catalogues & all direct marketing media) and B2B business.		For 2020 all membership categories fall under the same pricing structure and membership dues are solely based on level of annual revenues:	
Associated members: Suppliers of added value services to electronic retailers, such as media agencies, fulfilment houses, payment processing organizations, TV channels selling airtime only etc. Annual European revenues relate to home shopping/ DRTV business.			
Observer members: Suppliers of added value services who do not wish to sign the self-regulation charter and therefore have no voting rights.			
Platinum member program			
Become a platinum member and receive VIP treatment / company exposure / marketing at our events and in our digital communications. Platinum membership dues are independent of annual revenues.			
		Annual revenues	Membership dues
Level 1	€ 0 to € 500.000	€ 1.000,00	
Level 2	+ €500.000 to € 3 million	€ 3.000,00	
Level 3	+ € 3 million to € 10 million	€ 4.500,00	
Level 4	+ € 10 million to € 20 million	€ 6.000,00	
Level 5	> € 20 million	€ 10.000,00	
Platinum	Independent of revenue	€15.000,00	

* According to its statutes, the association's registered name is the Electronic Retailing Association Europe / ERA Europe. It is the understanding of the association to represent the *global* multi-channel home shopping industry. By a board decision, ERA Europe will therefore brand its communication and activities, as far as legally permissible, as **ERA Global** and will initiate the necessary steps to change the registered name accordingly, if so required.

ERA Global* Platinum Member Program



The annual dues for the Platinum Member Program are EUR 15,000.00 and replace the regular dues as defined by the member company's annual revenue.

Companies participating in the PLATINUM MEMBER PROGRAM are making a special contribution to our association, supporting us to deliver all of our benefits. In exchange the members of the PLATINUM MEMBER PROGRAM receive special recognition for their support at our events, VIP treatment / company exposure / marketing at our events, and in our communications.

Platinum Dinner	At the start of each summer conference, an exclusive dinner will be held for our Platinum members. This is a great opportunity to meet the industry's VIPs in a relaxed atmosphere. Potentially to be organized at all events.
Preferred booking	We will contact Platinum members in advance to offer them the best suites and meeting facilities at the conference.
Presentation of the EMMAs	Each EMMA category will be presented by a dedicated Platinum member, e.g. "The EMMA - Best Innovation is presented by Platinum member company xyz".
Dedicated EMMA Table	Instead of a company having to book a dedicated table at the EMMAs for their guests, Platinum members will automatically have a dedicated and branded table at the event.
Company Profile Webpage	We will create a section on the website to list all Platinum members with a short company profile.
Logo in Conference Program	The printed conference program will include a list of all our Platinum members.
Platinum Attendee Pass	We will add "Platinum member" to the attendee badge.
Platinum Registration Line	VIP registration to pick up the conference / event badges.
Platinum Passes in the room	We will provide Platinum members with their conference passes on arrival in the room/suite.

* According to its statutes, the association's registered name is the Electronic Retailing Association Europe / ERA Europe. It is the understanding of the association to represent the *global* multi-channel home shopping industry. By a board decision, ERA Europe will therefore brand its communication and activities, as far as legally permissible, as **ERA Global** and will initiate the necessary steps to change the registered name accordingly, if so required.