



ERA Europe- Chée 'Alseberg 999, 1180 Brussels, Belgium

December 2019

ERA GLOBAL 2020 - PLATINUM MEMBER PROGRAM

Dear member

We would like to introduce our PLATINUM MEMBER PROGRAM to you.

All member companies (notwithstanding their turnover) can apply for Platinum membership. The Platinum member fee will then replace the revenue based member fee.

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.

Best regards


Julian Oberndörfer
Chief Executive Officer / Administrateur Délégué - ERA Europe

ERA Europe
Electronic Retailing Association Europe
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Bank: ING Bank
Account: Electronic Retailing Association Europe
Account No: 310-1890101-45
SWIFT/BIC Code: BBRUBEBB
IBAN: BE44310189010145

ERA GLOBAL*
PLATINUM MEMBER PROGRAM



Please complete the form below and email/fax a signed copy to:
Julian Oberndörfer, Chief Executive Officer
Email : jo@era-global.org Fax: +49 8151 55 66 479 Tel: +49 8151 55 66 480

Platinum member program:

The annual dues for the PLATINUM MEMBER PROGRAM are **15.000.-€ p.a.** and will replace the regular dues as defined by the member company's annual revenue.

Company Name: _____

Signatory: _____
(please print name)

Signature: _____

The undersigned represents the above named company applying for the PLATINUM MEMBER PROGRAM of ERA Global.

Date: _____

ERA GLOBAL PLATINUM MEMBERSHIP DUES:
PLEASE PAY DUES IN EUROS exclusively
Dues are to be paid free of taxes and bank charges

BANK:
ING Bank
Avenue Louise 205-207
1050 Brussels
Belgium

ACCOUNT DETAILS:
Account name: Electronic Retailing Association Europe
Account No: 310-1890101-45
SWIFT/BIC Code: BBRUBEBB
IBAN: BE44310189010145

* 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.