

# ERA GLOBAL\* MEMBERSHIP APPLICATION



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

## CONTACT INFORMATION

**Company Name:** \_\_\_\_\_ **Company URL:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Tel: +** \_\_\_\_\_ **Fax: +** \_\_\_\_\_ **VAT No:** \_\_\_\_\_

### Primary Contact:

Mr/Mrs/Ms First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Position / Title: \_\_\_\_\_

Email: \_\_\_\_\_

### Secondary contact:

Mr/Mrs/Ms First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Position / Title: \_\_\_\_\_

Email: \_\_\_\_\_

### ERA Global membership categories

Which membership category best describes your organisation?  
Please tick the relevant box.

- Core member:** Annual revenues derived from direct response business (electronic retailing, catalogues & all direct marketing media, B2C, B2B)
- Associated member:** Supplier of added value services to electronic retailers, such as media agencies, fulfilment houses, payment processing organizations, TV channels etc. Annual revenues relate to home shopping/DRTV business.
- Observer member:** Supplier of added value services who do not wish to sign the self-regulation charter and therefore have no voting rights.

### Platinum Member Program

Join ERA Global as a Platinum Member to receive VIP treatment / company exposure / marketing at all of our events and in our digital communications. Platinum membership dues are independent of annual revenues.

### ERA Global membership dues

What is your annual revenue? Please tick the relevant box. Alternatively, join as a platinum member.

Annual company revenue	Membership dues
<input type="checkbox"/> Level 1: € 0 to € 500.000	€ 1.000,00
<input type="checkbox"/> Level 2: + €500.000 to € 5 million	€ 3.000,00
<input type="checkbox"/> Level 3: + € 5 million to € 10 million	€ 4.500,00
<input type="checkbox"/> Level 4: + € 10 million to € 20 million	€ 6.000,00
<input type="checkbox"/> Level 5: > € 20 million	€ 10.000,00
<input type="checkbox"/> <b>Platinum membership:</b> Independent of revenue	€ 15.000,00

**Signature:** The undersigned represents the above mentioned company (Member Company) applying for membership of the Electronic Retailing Association Europe / ERA Global. 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"). Failure to comply with any of the above obligations can result in the immediate suspension or termination of your ERA Global membership by the Board of Directors / General Assembly. Membership dues are not refundable upon termination for any reason. As a member you are entitled to all ERA Global membership benefits such as receiving membership rates at conferences and all ERA news media. "Observer members" do not have any voting rights at ERA Global\*.

- I have read and accept the terms and conditions of ERA Global's Self-Regulation Charter  
(this box must be ticked, with the exception of **observer members**)

**Membership category:** \_\_\_\_\_

**Membership dues: €** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# ERA GLOBAL\* PLATINUM MEMBER PROGRAM



## Platinum Membership dues

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.

## Platinum Member Program

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.

## Membership category information

As per Article 5 of the ERA Europe statutes:

### 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 as a core member on account of its activity, it will not be entitled to become an observer member.

### Article 17 of ERA Europe statutes:

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.

## ERA GLOBAL 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

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