

# ERA EUROPE MEMBERSHIP APPLICATION



Please complete the form below and email/fax a signed copy to:  
Julian Oberndörfer, Executive Director : jobberndoefer@era-europe.eu  
Tel +49 8151 55 66 480 / FAX : +49 8151 55 66 479

## CONTACT INFORMATION

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

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

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

Tel: + \_\_\_\_\_ Fax: + \_\_\_\_\_ VAT: \_\_\_\_\_

### Primary Contact:

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

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

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

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

### Secondary contact:

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

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

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

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

**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"). 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.

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

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ DUES LEVEL: € \_\_\_\_\_ (see below)

## Membership categories information:

This ERA Europe membership form is applicable for all European and Middle Eastern 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. Observer members are suppliers of added value services who do not wish to sign the self regulation charter and therefore have no voting rights.

**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.

## Annual Revenues

## ERA EUROPE dues

Please tick the relevant category

<input type="checkbox"/> <b>1. Core members</b>	
€ 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 member or**  **Observer member:**

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 as 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