



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

ERA Membership Application – International

2000 North 14th Street, Suite 300 • Arlington, VA 22201

t. 703.908.1036 • f. 425.977.1036 • www.retailing.org

Contact Information

Company Name: _____

Primary Contact: _____ Title: _____

Address: _____ City: _____ State/Province: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Membership Dues

(You are required to fill out this application completely to be eligible for membership)

DIRECTIONS: Please check the proper payment category and amount on the dues chart to the right. Membership term is one year from approval date. All payments must be in U.S. dollars. Membership is contingent upon approval by ERA's board of directors. Prospective members with dues in arrears and/or outstanding balance(s) with ERA and Electronic Retailer magazine are not eligible for membership until the balance is paid in full.

PLEASE NOTE: Subsidiaries wholly owned by a parent organization that join under the parent's name must pay dues according to the parent company's revenues. Membership dues are not tax deductible for U.S. federal income tax purposes. Dues may be deducted as ordinary and necessary business expenses under Section 162 of the Internal Revenue Code. However, 5 percent of funds are lobbying effort expenditures and are not tax deductible as an ordinary and necessary business expense.

Members agree to abide by ERA's membership policies and procedures as outlined on www.retailing.org.

International dues do not pertain to companies based in the 25 EU member states nor in Latvia, San Marino, Andorra, Norway, Iceland, Switzerland, Serbia, Croatia, Rumania, Bulgaria, Albania, Russia, Ukraine, Turkey, Israel, Jordanian Kingdom, Syria, Lebanon, United Arab Emirates, Saudi Arabia, Kuwait, and Qatar. These countries must pay dues according to ERA Europe's schedule and require a separate application, which can be found at http://retailing.org/files/ERA_EUROPE_membership_form_2009.pdf

Media Outlets: TV and Radio satellite and broadcast groups, channels and stations may qualify for this category of membership. Members of this category pay dues of \$1,500 per year and require a separate application.

	Revenue From	Int'l Dues Rate
	FIRST TIME RETAILERS ONLY*	\$2,500
	\$0-5 million	\$3,000
	\$5-10 million	\$5,000
	\$10-20 million	\$7,000
	\$20-30 million	\$9,000
	\$30-40 million	\$11,000
	\$40-50 million	\$13,000
	\$50-60 million	\$15,000
	\$60-70 million	\$18,250
	\$70-80 million	\$19,050
	\$80-90 million	\$21,000
	\$90-100 million	\$23,000
	\$100 million +	\$25,000
*Includes one free registration to a domestic ERA conference		

Payment Information – Please Select

Check #: _____

(make payable to the Electronic Retailing Association in U.S. Dollars)

____ VISA ____ MASTER CARD ____ AMEX

Card #: _____ Exp Date: ____/____

Cardholder Name: _____

Cardholder Signature: _____

Signature & Dues Affidavit

The ERA board of directors approved the following affidavit for signature by each new and renewed member of ERA.

We, (print company name) _____, hereby attest that we are paying dues at the correct level in accordance with our company's total annual revenue that is derived from direct to consumer sales activities in electronic retailing.

The undersigned applies for membership in the Electronic Retailing Association (ERA) and certifies that all statements made in this application are correct and, if elected to membership, agrees to abide by the association's bylaws, membership policies and procedures, code of ethics and self-certification program. The applicant's sole and exclusive liability under this membership application and dues affidavit is that failure to comply with the aforementioned may result in immediate and automatic termination of ERA membership by the board of directors. Members also agree to abide by the Electronic Retailing Self-Regulation Program (ERSP) and the ERA Counterfeiting Fact Finding Program. The applicant's sole and exclusive liability under this membership application and dues affidavit is that failure to comply with ERSP and/or ERA Counterfeiting Fact Finding Program will result in immediate and automatic termination of ERA membership without consideration by the board of directors. Your dues are not refundable upon termination for any reason.

Signature: _____ Date: _____



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Additional Company Contacts (if different from the primary contact listed on page 1)

Type	Name	Title	Email Address
Alternate Contact			
Meetings/Conferences			
Government Affairs (e.g. General Counsel)			
Public Relations			
Billing			

Company Description (to be included in member directories):

Committee and Council Involvement

We encourage you to become a member of our many committees and councils. Committees administer the yearly strategic goals adopted by the board of directors. Councils collaborate and share industry trends and issues. More information and descriptions can be found at <http://www.retailing.org/node/51>.

Committee	Name	Contact E-mail Address
Government Affairs		
Public Relations		
Membership		
Education		
Meetings & Conventions		
Asia		

Council	Name	Contact E-mail Address
Canadian Council		
Internet & Emerging Media		
Latin American		
Radio		
TV		
US Hispanic		
Retail*		

*Only available to Retail Members



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SERVICE CATEGORIES:

Please check off no more than **five** category(s) that apply to your company.

1 AGENCIES

- Agency, Creative Services
- Agency, Direct Marketing
- Agency, Direct Response
- Agency, Full Service w/Direct Div.
- Agency, Online
- Agency, Print
- Agency, Public Relations
- Agency, Radio
- Rep Firm Radio
- Rep Firm TV
- Rep, Shopping Network for Product
- Talent Agent/Mgr./Broker

2 CONSULTANTS

- Consultant, Direct Marketing
- Consultant, Direct Response
- Consultant, Interactive TV
- Consultant, Online
- Consultant, Radio
- Consultant, TV
- Consultant, On Air Talent Training

3 DISTRIBUTION & FULFILLMENT SVCS

- Distributor – U.S.
- Distributor – International
- Distributor – Online
- Distributor – Retail
- Distributor – Wholesale
- Envelope Manufacturer/Distributor
- Fulfillment House
- Import/Export
- International Services
- Packaging & Design Services

4 EMERGING TECHNOLOGIES

- Interactive TV Content
- Interactive TV Infrastructure
- Interactive TV Middleware
- Interactive TV Set-Top Mfrs.
- Interactive Protocol TV (IPTV)
- Mobile Marketing (Podcasting)
- Really Simple Syndication (RSS)
- Short Message Service (SMS)
- Voice Over IP (VoIP)

5 INTERNATIONAL

- (Conduct business in or for)*
- Asia-Pacific
 - Africa
 - Europe
 - International, other
 - Latin America
 - Middle East

6 MARKETING SERVICES

- Backend Marketing/Consulting
- Brand Marketer
- Marketer, Blog
- Marketer, Database
- Marketer, Direct Response
- Marketer, E-mail
- Marketer, Long-form Radio
- Marketer, Long-Form TV
- Marketer, Online
- Marketer, Short-form Radio
- Marketer, Short-form TV
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

7 MEDIA SERVICES

- Direct Marketing Media
- Media Buyer, Long-form Radio
- Media Buyer, Long-form TV
- Media Buyer, Per Inquiry
- Media Buyer, Short-form Radio
- Media Buyer, Short-form TV
- Radio Remnant Advertising/Media

8 NETWORKS/CABLE/LIVE SHOPPING

- Affiliate Network
- Broadcast/Network/Cable Group TV
- Broadcast/Satellite Group Radio
- Digital/Satellite Provider TV
- Individual Cable Station/Channel TV
- Individual Radio Station Sales
- Live Shopping Station/Network
- Multi-Service Operator (MSO)
- Online Broadcasting Network
- TV Station Rep Firm
- Radio Station Rep Firm

9 ONLINE

- E-commerce Services
- E-mail List Broker/Manager
- Interactive Holding Company
- Online Ad Network
- Online Auction
- Online Creative/Content
- Online Retailer w/Brick & Mortar
- Online Personal Services
- Pure-Play Online Retailer
- Web Design Firm

10 PRODUCT DEVELOPMENT & MANUFACTURING

- Beauty Dev.
- Electronics Dev.
- Entertainment Dev.
- General Consumer Product Dev.
- General Product Manufacturer
- General Product Sourcing
- Houseware/Hardware Dev.
- Fitness Hard Goods Dev.
- Nutriceutical/Ingestible Dev.
- Pure-Play Online Retailing
- Self-Improvement/Financial Svcs. Dev.

11 PRODUCTION SERVICES

- Audio Production
- Audio/Video Edit. Post
- Audio/Video Duplication
- CD/DVD Duplication/Replication
- Casting Services
- Celebrity/Host
- Closed Captioning Services
- Creative Services/Writing
- Full-service firm, Long-form TV
- Full-service firm, Short-form TV
- Full-service firm, Radio
- Full-service firm, All
- DVD Services
- Music
- Post-production Services
- Producer, Long-form
- Producer, Short-form
- Producer, Radio
- Studio
- Testimonial
- Video/DVD, Special Interest

TELESERVICES

- 1-800 Toll-free
- Call Center/Customer Care
- Call Recording/Call Logging/QA
- CRM/e-CRM
- Telecom Specialist
- Telemarketing, Automated/IVR
- Telemarketing, Inbound
- Telemarketing, Outbound
- Third-party Verification

13 ADDITIONAL SUPPORT SERVICES/ MISCELLANEOUS

- Association
- Catalog Services
- Collection Services
- Computer Software for DM
- Database Development
- Database Marketing Firm
- Direct-mail Services
- Legal Services
- Letter Shop
- Licensing Services
- List Broker/Manager
- Mail Monitoring Services
- Membership Club, Continuity
- Packaging & Design Services
- Payment Processing
- Premium/Incentive Sales/Distr.
- Print Services
- Printer (Sheet Fed/Web)
- Quality Control
- Research Firm
- Security/Identity Theft Firm
- Union
- Venture Capital Funding/Firm