



# ERA Membership Application - International

2000 North 14<sup>th</sup> Street, Suite 300 • Arlington, VA 22201 • t. 703.841.1751 • f. 703.841.8290 • [www.retailing.org](http://www.retailing.org)

**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

## Contact Information

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

## Membership Dues

(You are required to completely 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](http://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/new\\_site/membership/become\\_member.htm](http://retailing.org/new_site/membership/become_member.htm).  
 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
	<b>FIRST TIME RETAILERS ONLY*</b>	<b>\$1,900</b>
	<b>\$0-5 million</b>	<b>\$3,000</b>
	<b>\$5-10 million</b>	<b>\$5,000</b>
	<b>\$10-20 million</b>	<b>\$7,000</b>
	<b>\$20-30 million</b>	<b>\$9,000</b>
	<b>\$30-40 million</b>	<b>\$11,000</b>
	<b>\$40-50 million</b>	<b>\$13,000</b>
	<b>\$50-60 million</b>	<b>\$15,000</b>
	<b>\$60-70 million</b>	<b>\$18,250</b>
	<b>\$70-80 million</b>	<b>\$19,050</b>
	<b>\$80-90 million</b>	<b>\$21,000</b>
	<b>\$90-100 million</b>	<b>\$23,000</b>
	<b>\$100 million +</b>	<b>\$25,000</b>

## Payment Information – Please Select

Check#: \_\_\_\_\_

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

VISA                      Master Card                      AMEX

Expiration Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Card #: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

\* Includes one free registration to a domestic ERA conference

## 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 the 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)

Meetings/Conferences	Email:
Government Affairs (eg. General Counsel)	Email:
Public Relations	Email:

Company Description (to be included in member directories)

Committee and Council Involvement

To receive the maximum benefit from your membership, ERA strongly recommends that you get involved with a Committee or Council. Committees administer ERA's strategic goals as adopted by the board of directors. Councils collaborate and share industry trends and issues. More information and descriptions can be found at [www.retailing.org](http://www.retailing.org).

Committees	Contact Email Address
Government Affairs	Email:
Public Relations	Email:
Membership	Email:
Education	Email:
Meetings & Conventions	Email:
Councils	Contact Email Address
Internet & Emerging Technology	Email:
TV	Email:
Radio	Email:
Latin American	Email:
U.S. Hispanic	Email: