



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

(Membership will ONLY be approved by ERA's board of directors upon consideration and receipt of ALL necessary information.)
Directions: A retailer/marketer is defined as a company which owns or sells products or services directly to consumers.
PLEASE NOTE: Subsidiaries wholly owned by a parent organization that join under the parent's name pay dues according to the parent company's revenues.
For companies that reside outside of the United States please contact Robin Greenspan at rgreenspan@retailing.org or +1.703.908.1036.

Table with 2 columns: Direct to Consumer Annual Revenue, U.S. Dues Rate. Rows include Sole Proprietor, First time member, and revenue brackets from \$0-\$5 million to \$60 million+.

Not a Retailer or Direct Marketer? Please contact Karla Kelly at kkelly@retailing.org or 703.908.1026 for appropriate supplier dues schedule.

Payment Information – Please Select

Check#: _____
(make Payable to the Electronic Retailing Association in U.S. Dollars)
VISA Master Card AMEX
Card #: _____
Expiration Date: ____/____/____
Cardholder Name: _____
Cardholder Signature: _____

* Members in this category do not have the right to vote or serve on the board
** 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.

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.

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:



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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

3 DISTRIBUTION AND FULFILLMENT SERVICES

- _ 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.
_ Internet 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

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.
_ Nutraceutical/Ingestible Dev.
_ Self-Improv./Fin.Services 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

12 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
_ Investments
_ 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