



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: Membership term is one year from approval date. All payments must be in U.S. dollars. There are no dues installments. 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.

Members in this category do not have the right to vote, run or be considered for the board of directors or to chair a program committee or council. In addition, members agree to abide by ERA's membership policies and guidelines as outlined on www.retailing.org. Membership is contingent upon approval by ERA's board of directors.

This dues level is restricted to ownership of media outlets (and their agents) as they relate to television stations and networks (broadcast, cable, and satellite). If individual stations would like a separate contact listing in the directory or their individual station/channel name on conference badges, they must register as an individual Level II member. Parent groups/networks must register at the Level I category.

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: _____

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.

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: _____

Level I - Broadcast, Satellite, or Cable Groups Including:
Please Select: <input type="checkbox"/> TV broadcast group(s) or network (s) <input type="checkbox"/> National cable group(s) or network (s) and multichannel system operators(MSO) <input type="checkbox"/> Satellite network(s) <input type="checkbox"/> Latin American cable and broadcast network(s) <input type="checkbox"/> TV representatives <input type="checkbox"/> Individual cable station(s)/ channel (s) <p style="text-align: center;">Level I: \$1,500</p>
Level II – Individual Network Affiliates:
Please Select: <input type="checkbox"/> Network affiliates <p style="text-align: center;">Level II: \$750</p>



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

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:

Members in this category do not have the right to vote, run or be considered for the board of directors or to chair a program committee or any council.