



ERA Membership Application - Industry Supplier

2000 North 14th Street, Suite 300 • Arlington, VA 22201 • t. 703.841.1751 • f. 703.841.8290 • 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

(Membership will ONLY be approved by ERA's board of directors upon consideration and receipt of ALL necessary information.)

Directions: Please check the proper payment category and amount. Membership term is one year from approval date. All amounts are in U.S. dollars.

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. 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, five percent of funds are lobbying efforts expenditures and are not tax deductible as an ordinary and necessary business expense.

For companies that reside outside of the United States please contact contact Karla Kelly at kkelly@retailing.org or 703.908.1026

Not an Industry Supplier? Please contact Robin Greenspan at rgreenspan@retailing.org or +1.703.908.1036 for appropriate membership materials.

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 in accordance with our company's total annual revenue derived from direct response business.

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: _____

	Annual Revenue from DR business	Dues Rate
	Sole Proprietor *	\$1,500
	\$0 - \$5 million	\$3,400
	\$5 - \$10 million	\$5,500
	\$10 - \$20 million	\$7,500
	\$20 - \$30 million	\$9,800
	\$30 - \$40 million	\$11,800
	\$40 - \$50 million	\$14,250
	\$50 - \$60 million	\$16,250
	\$60 - \$70 million	\$18,250
	\$70 - \$80 million	\$20,500
	\$80 - \$90 million	\$22,500
	\$90 - \$100 million	\$24,750
	\$100 million +	\$26,750

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



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Your company must meet the following criteria: Those providing services to the industry versus direct to the consumer.

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

- _ Back end 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