



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

ERA Membership Application – Retailer/Marketer

607 14th Street NW Suite 530 • Washington, DC 20005

t. 703-841-1751 • f. 425-977-1036 • www.retailing.org

Company Name: _____

Primary Contact: _____ Title: _____

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

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Membership Dues

Please circle the proper payment category and amount in the table on the right. Membership term is one year from approval date. All payments must be in U.S. dollars. New members receive one (1) free registration to a domestic ERA conference.

Prospective members with outstanding balance(s) with ERA and *Electronic Retailer* magazine are not eligible for membership until the balance is paid in full.

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.

PLEASE NOTE: 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, 10-percent of funds are lobbying efforts expenditures and are not tax deductible as an ordinary and necessary business expense.

Direct to Consumer Annual Revenue*	U.S. Dues Rate
Sole Proprietor	\$1,560
Subsidiary of Member	\$1,980
Under \$5 million	\$2,600
\$5-\$9.99 million	\$5,200
\$10-\$19.99 million	\$7,800
\$20-\$29.99 million	\$10,190
\$30-\$39.99 million	\$12,270
\$40-\$59.99 million	\$14,820
\$60 million +	\$25,740

Retailer Definition - Anyone who markets a product, service or brand direct-to-consumers with a CTA (call to action).

Payment Information – Please Select

___ VISA ___ MASTERCARD ___ AMEX Check #: _____

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.

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. As a new (or renewed) member, you will receive the association's e-newsletters, *Electronic Retailer* magazine, and properties thereof as a membership benefit.

As CFO or other top financial officer for the company applying for ERA membership herein, I certify that for the fiscal year most recently ended, the direct-to-consumer revenue* selected on this membership application is accurate.

Name: _____ Signature: _____

Title: _____ Company: _____

Date: _____

*Total annual revenues including direct, wholesale and retail sales generated as a result of direct-to-consumer marketing or brand marketing. This includes all sales generated as a result of using direct-to-consumer media (media that has a call to action) on TV, radio, internet, e-mail and other similar D2C media that generate sales processed through call centers, websites, mobile e-commerce, retail or other channels.



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

Type	Name	Title	E-mail 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

You can sit on any of the committees and councils listed below as well. 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 www.retailing.org/committees_councils.

Committee	Name	Contact E-mail Address
Government Affairs		
Membership		
Education		
Asia		

Council	Name	Contact E-mail Address
Canadian		
Internet & Emerging Media		
Live Shopping		
Radio		
TV		
US Hispanic		
Marketer		



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SERVICE CATEGORIES:

Please check off no more than **five** categories 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, TV
- Consultant, On Air Talent Training

3 CONVERSION & CUSTOMER SATISFACTION

- Consumer Confidence
- Live Chat
- Personalization
- Privacy
- Re-Targeting
- Security/ID Theft Prevention
- Security/ID Theft Resolution
- Shopping Cart Abandonment
- Site Optimization

4 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

5 EMERGING TECHNOLOGIES

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

6 INTERNATIONAL

(Conduct business in or for)

- Asia-Pacific
- Africa
- Europe
- International, other

6 INTERNATIONAL *(continued)*

- Latin America
- Middle East
- US Hispanic

7 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)

8 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

9 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
- Online Broadcasting Network
- TV Station Rep Firm

10 ONLINE

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

11 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.
- Fashion/Jewelry/Watches Dev.
- Pure-Play Online Retailing
- Self-Improvement/Financial Svcs. Dev.

12 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

13 TELESERVICES

- 1-800 Toll-Free
- Call Center/Customer Care
- Call Recording/Call Logging/QA
- CRM/e-CRM
- Telemarketing, Automated/IVR
- Telemarketing, Inbound
- Telemarketing, Outbound
- Third-Party Verification

14 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
- Membership Club, Continuity
- Packaging & Design Services
- Payment Processing
- Print Services
- Printer (Sheet Fed/Web)
- Quality Control
- Research Firm
- Security/Identity Theft Firm
- Union
- Venture Capital Funding/Firm
- Prepaid Debit/MasterCard for payroll