

## BUNDESVERBAND DIGITALE WIRTSCHAFT (BVDW) e.V.

Executive Committee  
Berliner Allee 57  
40212 Düsseldorf

### I am applying for membership of the BUNDESVERBAND DIGITALE WIRTSCHAFT (BVDW) e.V.

Company/Organisation:

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Address:

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With postcode

Date of foundation:

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URL:

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Main contact:

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Position/division:

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Title, first name, surname

Telephone:

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Fax:

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Email:

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Mobile:

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This field is obligatory, because communication from the BVDW is mainly via email.

In order for your company to get the full benefits of membership, we ask that you specify additional contact persons in your company, for example from marketing/sales, creation, market research, media, public affairs, HR, etc.

Contact:

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Position/division:

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Title, first name, surname

Telephone:

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Email:

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Contact:

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Position/division:

---

Title, first name, surname

Telephone:

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Email:

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Contact:

---

Position/division:

---

Title, first name, surname

Telephone:

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Email:

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The contact details provided are gathered, stored and processed solely for the purposes of establishing, implementing or terminating membership. Contact details are not transferred to third parties. The BVDW will send its association information "Inside BVDW" to the email addresses given in the application form.

### Member information / newsletter

If you also wish to receive the newsletter, tick here. If you don't avail of this, you could miss out on hearing useful information such as project results, current publications, new developments, etc. You can revoke this consent, with effect for the future, and you will be removed from our newsletter subscription. To do so, simply click the "unsubscribe" link which is in every newsletter, or send a message to the following email address with the single word "unsubscribe" in the subject line: [info@bvdw.org](mailto:info@bvdw.org).

**BUNDESVERBAND DIGITALE WIRTSCHAFT e.V.**  
(GERMAN ASSOCIATION OF DIGITAL ECONOMY)  
Berliner Allee 57 | 40212 Düsseldorf  
Fon + 49 211 600456-0 | Fax +49 211 600456-33  
[info@bvdw.org](mailto:info@bvdw.org) | [www.bvdw.org](http://www.bvdw.org)

Hauptstadtbüro Berlin  
im Haus der Bundespressekonferenz  
Schiffbauerdamm 40 | 10117 Berlin  
Fon + 49 30 43746893 | Fax +49 30 43746894

**PRESIDENT**  
Matthias Ehrlich

**VICE-PRESIDENTS**  
Harald R. Fortmann  
Achim Himmelreich  
Ulrich Kramer  
Burkhard Leimbrock

**MANAGING DIRECTORS**  
Christoph N. v.Dellingshausen  
Tanja Feller

**REGISTER OF ASSOCIATIONS**  
VR 8358  
Tax No. 133/5905/2800

**BANK DETAILS**  
Commerzbank AG  
IBAN DE 25 3008 0000 0229 4163 00  
SWIFT-BIC.: DRES DE FF 300

**VAT-ID**  
DE 196415580

I apply to be categorised as

**REGULAR MEMBER**

- Service provider in the digital economy
- Client for services in the digital economy / advertising industry
- Contractor in the digital economy / marketing agency

	Sales volume/volume of contracts	Membership fee
<input type="radio"/>	Up to EUR 250,000	580 EUR
<input type="radio"/>	Up to EUR 375,000	870 EUR
<input type="radio"/>	Up to EUR 500,000	1,160 EUR
<input type="radio"/>	Up to EUR 750,000	1,450 EUR
<input type="radio"/>	Up to EUR 1,000,000	1,750 EUR
<input type="radio"/>	Up to EUR 1,250,000	2,050 EUR
<input type="radio"/>	Up to EUR 1,750,000	2,350 EUR
<input type="radio"/>	Up to EUR 2,500,000	2,950 EUR
<input type="radio"/>	Up to EUR 3,750,000	3,500 EUR

	Sales volume/volume of contracts	Membership fee
<input type="radio"/>	Up to EUR 7,000,000	4,700 EUR
<input type="radio"/>	Up to EUR 10,000,000	5,850 EUR
<input type="radio"/>	Up to EUR 15,000,000	6,400 EUR
<input type="radio"/>	Up to EUR 25,000,000	8,150 EUR
<input type="radio"/>	Up to EUR 35,000,000	9,350 EUR
<input type="radio"/>	Up to EUR 75,000,000	11,650 EUR
<input type="radio"/>	Up to EUR 100,000,000	13,400 EUR
<input type="radio"/>	More than EUR 100,000,000	17,500 EUR

**SPONSORING MEMBER** (Not-for-profit educational institution, other institutions, honorary members )

- Minimum subscription to the amount of 580 EUR.
- Other subscription: \_\_\_\_\_ EUR.

**Assignment of segment/key issues of concern**

Please select a segment that matches the company's key focus. The distinct segments together form the whole value creation chain of the digital economy. This is for maintaining statistics on members. Also specify what area your business operates in and/or what issues interest you. These are obligatory details, as collaboration on projects is on a cross-body basis, and we can keep you informed accordingly.

**Segment** (Only one selection possible)

- Advertising
- Operators of shops
- Agencies
- Technology
- Marketing
- Content/Publisher
- Consultation/finance
- Education

**Key issues** (More than one can be selected)

- Ad operations & ad technology
- Affiliate networks\*
- Analytics/Monitoring
- Audio
- Video
- Digital commerce
- Email
- EU and international
- Forum of Online Media Agencies\*
- Full Service Digital agencies \*
- Human resources

- Market research
- Public Affairs
- Mobile
- Online partner market\*
- Circle of Online Marketers\*
- Realtime advertising
- Legal
- Search
- Social media
- Startups
- Targeting

Other activities / areas of focus: \_\_\_\_\_

\* These are expert forums which are closed homogenous groups of members who join together from a single segment. Expert forums have certain conditions for the acceptance of members or may have their own regulations on procedures. Details may be obtained from BVDW member support.

By signing I confirm that I accept the BVDW articles of association and subscription rules. So that the application can be fully checked, our tax adviser/auditor will fill out the declaration of turnover and sign it. Membership does not become effective until approval by the Executive Committee.

\_\_\_\_\_  
Location, date

\_\_\_\_\_  
Name, signature

If some other person than a legal representative of the company is to submit this application for membership, or is to be able to exercise membership rights as a contact person, a written authorisation to that end must be presented when submitting this application for membership. The exercise of rights at members' meetings always requires a specific and individual authorisation.

**BUNDESVERBAND DIGITALE WIRTSCHAFT (BVDW) e.V.**

Member Service  
Berliner Allee 57  
40212 Düsseldorf

Fax: +49 (0)211 600456 - 33

Email: oez@bvdw.org

**Please have this completed by your tax adviser / auditor!**

All details are treated with confidentiality and are only accessible by Member Support.

I have been authorised by my client, the company / organisation \_\_\_\_\_  
to report turnover in the categories listed below. I hereby confirm the following turnover figures for the **year 2012**:

**○ A. Service provider in the digital economy**

Service providers in the digital economy report gross income for the purposes of calculating the subscription. Gross income includes all fees and commissions earned in Germany by individual customer consultation services and implementation services in all service areas that fall under the BVDW definition for the digital economy (no hosting sales or access sales).

The fee turnover is to include only net sales (without VAT) in the area of solutions for all current interactive platforms:

- ➔ Consultation
- ➔ Conceptual design
- ➔ Implementation (configuration and coding services)
- ➔ Other fees from revenue from publicity (media, excl. VAT, less discounts and rebates)
- ➔ Commission (CPX model)
- ➔ Licence revenues

**○ B. Clients for services in the digital economy / advertising industry**

Clients for services in the digital economy / advertising industry report the volume of contracts or the budget for the purposes of calculating the subscription.

**○ C. Contractor in the digital economy / marketing agency**

Contractors in the digital economy report total sales (excl. VAT) for the purposes of calculating the subscription.

Company address: \_\_\_\_\_

Turnover/volume of contracts	Amount in EUR	
<input type="radio"/> Up to EUR	250,000	580
<input type="radio"/> Up to EUR	375,000	870
<input type="radio"/> Up to EUR	500,000	1,160
<input type="radio"/> Up to EUR	750,000	1,450
<input type="radio"/> Up to EUR	1,000,000	1,750
<input type="radio"/> Up to EUR	1,250,000	2,050
<input type="radio"/> Up to EUR	1,750,000	2,350
<input type="radio"/> Up to EUR	2,500,000	2,950
<input type="radio"/> Up to EUR	3,750,000	3,500
<input type="radio"/> Up to EUR	7,000,000	4,700
<input type="radio"/> Up to EUR	10,000,000	5,850
<input type="radio"/> Up to EUR	15,000,000	6,400
<input type="radio"/> Up to EUR	25,000,000	8,150
<input type="radio"/> Up to EUR	35,000,000	9,350
<input type="radio"/> Up to EUR	75,000,000	11,650
<input type="radio"/> Up to EUR	100,000,000	13,400
<input type="radio"/> More than EUR	100,000,000	17,500

**Details of respondent (tax adviser/auditor):**

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

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

Street, No.: \_\_\_\_\_

Postcode, city: \_\_\_\_\_

Tel., Fax: \_\_\_\_\_

\_\_\_\_\_  
Location, date, signature, stamp

**Details of the company/organisation where the invoice address is different**

Company name: \_\_\_\_\_

PO-No. (if required): \_\_\_\_\_

Company address: \_\_\_\_\_