

APPLICATION FOR MEMBERSHIP

BVDW

Wir sind das Netz

BUNDESVERBAND DIGITALE WIRTSCHAFT (BVDW) e.V.

Member Services
Berliner Allee 57
40212 Düsseldorf

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

- Ordinary member (A, B or C)
- Sponsoring member

Company/Organisation: _____

Address: _____

Postcode: _____

Town/City: _____

Date of foundation: _____

Point of contact: _____
Title, First name, Last name

Position: _____

Fon: _____

Fax: _____

Mobil: _____

E-mail: _____
The email address is required because most communications from the BVDW come by email.

Web: _____

To enable us to check the application, please enter your details on the next pages and ask your tax adviser/auditor to complete the sales statement. All details are treated confidentially and are accessible only to the Member Services.

BUNDESVERBAND DIGITALE WIRTSCHAFT e.V.
(GERMAN ASSOCIATION OF DIGITAL ECONOMY)
Berliner Allee 57 | 40212 Düsseldorf
Tel 0211 600456-0 | Fax 0211 600456-33
info@bvdw.org | www.bvdw.org

Hauptstadtbüro Berlin
im Haus der Bundespressekonferenz
Schiffbauerdamm 40 | 10117 Berlin
Tel 030 43746893 | Fax 030 43746894

PRESIDENT
Arndt Groth

VICE-PRESIDENTS
Christoph N. v.Dellingshausen
Matthias Ehrlich
Harald R. Fortmann
Ulrich Kramer
Burkhard Leimbrock

MANAGING DIRECTOR
Tanja Feller

REGISTER OF ASSOCIATIONS
VR 8358
Tax No. 133/5909/2800

VAT-ID
DE 209349440

BANK DETAILS
Commerzbank AG
Account No. 2 294 163 00
BLZ 300 800 00

IBAN DE 25 3008 0000 0229 4163 00
SWIFT-BIC.: DRES DE FF 300

Subscription rate and sales categories

All members of the Association – with the exception of honorary members – pay a membership subscription. No joining fees are charged. In order to calculate the subscription fee, members must state their corresponding company structures and, depending on the category, their professional fees (category A), commission volumes (category B) or total turnover (category C) to BVDW Member Services.

I request assessment as an

ORDINARY MEMBERS

A. Service providers representing the interests of the digital economy

Service providers representing the interests of the digital economy base their subscription on their professional fees. The professional fee includes all fees and commissions turned over in Germany with customised consultancy and implementation services for all areas of service according to the definition of the BVDW for the digital economy (no hosting or access sales).

The professional fee must exclusively include the net sales (excl. VAT) within the area of solutions for all common interactive platforms:

- ➔ Consultancy
- ➔ Conception
- ➔ Implementation (design and programming services)
- ➔ Other fees from advertising revenues (media, excl. VAT, minus discounts and bonuses)
- ➔ Commission (CPX models)
- ➔ Licence revenues

B. Customer for services of the digital economy/advertising industry

Customers for services of the digital economy/advertising industry base their subscription on their commission volume or their budget.

C. Providers of digital economy/marketers

Providers of the digital economy/marketers base their subscription on their total turnover (excl. VAT).

Sales/commission volumes M. subscription in EUR

<input type="radio"/> Bis EUR	250.000	580
<input type="radio"/> Bis EUR	375.000	870
<input type="radio"/> Bis EUR	500.000	1.160
<input type="radio"/> Bis EUR	750.000	1.450
<input type="radio"/> Bis EUR	1.000.000	1.750
<input type="radio"/> Bis EUR	1.250.000	2.050
<input type="radio"/> Bis EUR	1.750.000	2.350
<input type="radio"/> Bis EUR	2.500.000	2.950
<input type="radio"/> Bis EUR	3.750.000	3.500
<input type="radio"/> Bis EUR	7.000.000	4.700
<input type="radio"/> Bis EUR	10.000.000	5.850
<input type="radio"/> Bis EUR	15.000.000	6.400
<input type="radio"/> Bis EUR	25.000.000	8.150
<input type="radio"/> Bis EUR	35.000.000	9.350
<input type="radio"/> Bis EUR	75.000.000	11.650
<input type="radio"/> Bis EUR	100.000.000	13.400
<input type="radio"/> Mehr als EUR	100.000.000	17.500

If one of the following points should apply to you, please contact the Member Services:

- ➔ Legally independent department of a company
- ➔ Affiliated company
- ➔ SOA agency/network

SPONSORING MEMBER

Sponsoring members are non-profit-making educational institutions, honorary members and institutions in the general area of the digital industry.

- Minimum membership subscription of EUR 580.
- Other subscription EUR _____.

Specialist group classification

Please complete the questionnaire in full. This is the best way for us to make sure our services meet your needs!

Please assign yourself to one of the following specialist groups and forums according to the main focus or main area of activity of your company.

SPECIALIST GROUP

- Agencies
- E-commerce
- Specialist group online media agencies (FOMA)*
- Mobile
- Online Marketinggroup (OVK)*
- Performance marketing
- Social media

FORUMS

- Education and personal development
- Market research
- Media and network policy
- Law

* These specialist groups have certain conditions for acceptance into the specialist group or have their own rules of procedure.

What subject areas are relevant for you? Gladly we give you information by telephone over our current topics, among other things also to the specialized group-spreading labs Adserver, moving picture, e-mail.

To ensure easy communication, please enter here some more points of contact at your company in relation to your membership:

Last name: _____

Last name: _____

First name: _____

First name: _____

Fon: _____

Fon: _____

E-mail: _____

E-mail: _____

Position: _____

Position: _____

Place, Date: _____

Signature: _____

By signing, I/we acknowledge the Articles and the Subscription Regulations of the BVDW (www.bvdw.org/der-bvdw/mitgliedschaft/statuten). Membership only becomes effective subject to agreement by the Executive Committee.

SALES STATEMENT

BVDW

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Member Services
Berliner Allee 57
40212 Düsseldorf

Fax: +49 211 600456 - 33

Ask your tax adviser/auditor to complete the sales statement!

All details are treated confidentially and are accessible only to the Member Services.

I have been authorised by my client, the company _____
to report the sales figures according to the categories shown below. I hereby confirm sales in the following amounts for the
abovementioned company in the **year 2009**:

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<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"/> Over EUR	100.000.000	17.500

Details about the disclosing party (tax adviser/auditor):

Company: _____

Name: _____

Address: _____

Town/City: _____

Fon, Fax: _____

Place, date, signature

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