

**Bundesverband Digitale Wirtschaft (BVDW) e.V.****[German Association for the Digital Economy]**

Executive Committee

Schumannstrasse 2

10117 Berlin

E-Mail: [mitgliederbetreuung@bvdw.org](mailto:mitgliederbetreuung@bvdw.org)

Fax: +49 30 2062186-26

**I hereby apply for membership with Bundesverband digitale Wirtschaft (BVDW) e.V.****Company data**

Company/organization

Commercial

Legal venue

VAT

Street address

Zip code

City

Date of foundation

Number of employees

**Applicant**

Title, first name, last name (legal representative or authorized representative)

Position/area

Phone

Mobile

Email

URL

Recruited by: First name, last name of the BVDW employee

**Main contact**

Erste Kontaktperson für den BVDW in allen Belangen zur Mitgliedschaft

Main contact for the BVDW in all matters regarding membership

Different (please fill out the following)

Title, first name, last name (legal representative or authorized representative)

Position/area

Phone

Mobile

Email

**Bundesverband Digitale Wirtschaft (BVDW) e.V.**

Schumannstraße 2

10117 Berlin

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info@bvdw.org

[www.bvdw.org](http://www.bvdw.org)**Präsident**

Matthias Wahl

**Vizepräsident**Thomas Duhr  
Anke Herbener  
Achim Himmelreich  
Alexander Kiock  
Marco Zingler**Geschäftsführer**

Marco Junk

**Vereinsregister Düsseldorf**

VR 8358

**Bankverbindung**

IBAN DE25 3008 0000 0229 4163 00

SWIFT-BIC DRESDEFF300

**USt-IdNr.**

DE196415580

## Member status

Our BVDW member support is happy to provide further information regarding our special membership and sponsoring membership). The BVDW offers the following types of membership (Section 5 No. 3 of the bylaws). The membership rate is assessed pursuant to the dues schedule according to the sales volume or the order volume of the member (see the separate sales report).

### Regular member

Companies and educational institutions with the intention to generate profit that operate within the digital economy with at least one area of business or that offer training and continuing education that at least in parts qualifies for professional work in the digital economy. This also includes clients of such companies.

### Digitally transforming companies

Digitally transforming companies will be allocated a special contribution by the Executive Committee of the BVDW on application. Such application must be justified and must be submitted in writing with the office of the BVDW.

### Special member (startup)

Companies with the intention to generate profit that operate within the digital economy with at least one area of business and that have been doing so for a maximum of four years at the time of application. Special membership is only possible one time and in general limited to 24 months.

**The membership fee amounts to 50% of the regular membership rate, depending on the sales category.**

(Classification in the attached sales report is required, see above, as well as an excerpt from the commercial register).

### Supporting member

Educational institutions without the intention to generate profit that offer training and continuing education that at least in parts qualifies for professional work in the digital economy.

Minimum membership fee in the amount of EUR 630      Higher membership fee on a voluntary basis EUR \_\_\_\_\_

Educational institutions under public law (only universities/universities of applied sciences), without obligation to contribute.

## Segment assignment

Please assign your company to a segment of the digital economy according to your business model. This serves the necessary membership statistics and does not influence your membership.

(Only one assignment possible / only for statistical purposes)

Advertisers	Shop owners	Agencies	Technology
Marketing	Content/Publishers	Consulting/financing	Education

## Signature

With your signature, you acknowledge the bylaws and the dues schedule of the BVDW (publicly accessible under <http://www.bvdw.org/der-bvdw/mitgliedschaft/statuten.html>). In order to fully review the application, our accountant/auditor will fill out and sign the sales report.

Membership admission is effective only after the approval of the Executive Committee.

\_\_\_\_\_  
Place, date

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

If a person other than the legal representative applies for membership or if such a person is to observe rights for the member as another contact person, a corresponding power of attorney has to be procured in writing when submitting the membership application. For observing rights during the meeting of members concrete individual authorization is always required.

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### Präsident

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### Must be filled out by the accountant/auditor

All information is treated confidentially and is only available to member support and accounting.

I have been authorized by **my client, company/organization** \_\_\_\_\_  
to report sales revenue according to the below categories. I hereby confirm for **the year 2018** the following sales revenue:

#### A. Service providers of the digital economy

Service providers of the digital economy report gross income to calculate the membership fee. Gross income includes all income and commissions generated in Germany by means of customer-specific consulting and implementation services for all areas of service according to the definition of the BVDW for the digital economy (no hosting or access sales). Included in the gross income are only net sales (without VAT) in the area of solutions for all major interactive platforms:

- Consultation
- Design
- Implementation (design and programming)
- Other gross income from media representation (media, without VAT, minus discounts and bonuses)
- Commissions (CPX models)
- License revenues

#### B. Buyers for services of the digital economy/advertising industry

Buyers for services of the digital economy/advertising industry report the order volumes or the budget to calculate the membership fee.

#### C. Providers of the digital economy/marketers

Providers of the digital economy/marketers report the total sales (excluding VAT) to calculate the membership fee.

#### Gross income

#### Membership Fee in EUR

Up to EUR .....	250.000	630
Up to EUR .....	375.000	950
Up to EUR .....	500.000	1.275
Up to EUR .....	750.000	1.590
Up to EUR .....	1.000.000	1.900
Up to EUR .....	1.250.000	2.250
Up to EUR .....	1.750.000	2.580
Up to EUR .....	2.500.000	3.250
Up to EUR .....	3.750.000	3.850
Up to EUR .....	7.000.000	5.170
Up to EUR .....	10.000.000	6.400
Up to EUR .....	15.000.000	7.050
Up to EUR .....	25.000.000	8.950
Up to EUR .....	35.000.000	10.300
Up to EUR .....	50.000.000	12.900
Up to EUR .....	75.000.000	16.000
Up to EUR .....	100.000.000	19.500
Up to EUR .....	150.000.000	25.000
Over EUR .....	150.000.000	30.000

#### Information regarding respondent (accountant/auditor):

Company \_\_\_\_\_

Name \_\_\_\_\_

Street address \_\_\_\_\_

Zip code, city \_\_\_\_\_

Phone, fax \_\_\_\_\_

Place, date, signature, stamp \_\_\_\_\_

#### Information regarding company/organization

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

Street address \_\_\_\_\_

Zip

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City \_\_\_\_\_

P.O. no. (if required) \_\_\_\_\_