



Membership application

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

Executive Committee
Obentrautstraße 55
10963 Berlin

Data entry – Page 1 of 4

Email mitgliederservice@bvdw.org
Phone +49 (0) 30 2062186-0
Fax +49 (0) 30 2062186-26

Application for membership with Bundesverband Digitale Wirtschaft (BVDW) e.V. for

Company data / Institution

Please enter the data for the member company (mandatory fields are marked with *)

Company/ organization *

Street address *

Zip code *

VAT no.*

Commercial *

Date of foundation *

Legal venue *

House number *

City *

Domain / URL *

Place of registration *

Number of employees *

Applicant

Please enter the data for the applicant here (mandatory fields are marked with *).

Salutation *

Title

First name *

Mobile / phone *

Position / Function *

Last name *

Email *

Main contact person

The main contact person from the company is AP for the BVDW for all membership matters. Please only enter data here if the main contact person is different from the applicant.

Salutation *

Title

First name *

Mobile / phone *

Position / Function *

Last name *

Email *

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Executive Board acc. § 26 BGB
Carsten Rasner

President
Dirk Freytag

Vice Presidents
Thomas Duhr
Anke Herbener
Corinna Hohenleitner
Dr. Moritz Holzgräfe
Julian Simons
Eva Werle

Register of Associations Düsseldorf
VR 8358

Bank account information
IBAN DE25 3008 0000 0229 4163 00
SWIFT-BIC DRESDEFF300

VAT no.
DE196415580



Membership application

The following membership is requested:

Membership & Signature – Page 2 of 4

According to § 5 No. 3 of the BVDW [Statutes](#), there are three forms of membership. The membership fee is calculated according to the [membership fee regulations](#) based on the turnover of the member company (via sales report). The [Contribution calculator](#) provides information on the annual contributions to the BVDW.

☐ **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.

☐ **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.

☐ **Supporting member**

Non-profit educational institutions that offer education, training or continuing education that qualifies at least in part for work in the digital economy. Minimum contribution of EUR 750.

- ☐ Voluntary higher contribution in EUR (please enter more than 750 EUR)
- ☐ Educational institutions under public law (only universities/ universities of applied sciences) without obligation to contribute.

Segment assignment

With the signature, the [statutes](#) and the [membership fee regulations](#) of the BVDW e.V. are acknowledged. In order for the application for membership to be fully verified, our tax consultancy and/or auditing firm will complete and sign the sales report. Membership will only become effective after approval by the Executive Committee.

Place, date

First name, last 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.

And two more queries on our own behalf for internal and statistical purposes:

1) We became aware of the BVDW through a personal recommendation. Recommendation by:

First name, last name

from the following company

2) Our company is mainly active in the following segment.

Please select only one segment. This data is for required membership statistics with no effect on membership.

- | | | | |
|--|--|--|------------------------------------|
| ☐ Agencies | ☐ Advertiser | ☐ Consulting/ financing | ☐ eCommerce |
| ☐ Platform | ☐ Publisher | ☐ Technology | ☐ Marketer |
| ☐ Science, Education & Institutions | ☐ Other segment | | |

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Bundesverband Digitale Wirtschaft (BVDW) e.V.

Declaration of turnover – Page 3 of 4

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The declaration of turnover is mandatory. This must be completed and confirmed by a tax consultancy or auditing firm. All information is treated as strictly confidential and is only accessible to BVDW member services and accounting.

My client:

Please enter the data for the member company (mandatory fields are marked with *).

Company name *

PO (if required)

Street address *

House number *

Zip code*

City *

Our client has authorized us to report sales according to the categories below and to confirm them as the contribution assessment basis for the BVDW membership fee.

Details of the tax advisory/auditing firm and contact person:

Please enter the data (mandatory fields are marked with *).

Company name *

Domain / URL

Street address *

House number *

Zip code *

City *

First name, contact person *

Last name, contact person *

Turnover confirmation

Turnover in the **PREVIOUS** fiscal year* in the amount of:

EUR

Year

Turnover in the **LAST** fiscal year* in the amount of:

EUR

Year

* Always based on the current fiscal year (or the fiscal year ending in previous/ last year) and provided that revenue has already been determined.

Place, date

Stamp

Signature

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Category & Post Selection – Page 4 of 4

The assessment basis for the contribution of ordinary members and special members shall be determined from the various categories in each of the following ways.

For our client we choose the following category for the tax base.

☐ **Category 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)
- License revenues
- Commissions (CPX models)
- Other gross income from media representation (media, without VAT, minus discounts and bonuses)

☐ **Category 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.

☐ **Category C: Digital economy provider**

Providers from category C report total sales (excluding sales tax) for contribution calculation.

To calculate the contribution amount, the determined contribution assessment basis is transferred to the following contribution table.

Sales revenue	Membership fee in % based on sales revenue
Up to EUR 250.000	750 € 50 % of the minimum membership fee
Up to EUR 500.000	1.500 € Minimum membership fee
Up to EUR 750.000	0,20000%
Up to EUR 1.000.000	0,17500%
Up to EUR 1.250.000	0,15000%
Up to EUR 1.750.000	0,12500%
Up to EUR 2.500.000	0,11000%
Up to EUR 3.750.000	0,07500%
Up to EUR 7.000.000	0,05000%
Up to EUR 10.000.000	0,03500%

Sales revenue	Membership fee in % based on sales revenue
Up to EUR 15.000.000	0,02500%
Up to EUR 25.000.000	0,02200%
Up to EUR 35.000.000	0,01900%
Up to EUR 50.000.000	0,01875%
Up to EUR 75.000.000	0,01825%
Up to EUR 100.000.000	0,01800%
Up to EUR 150.000.000	0,01500%
Up to EUR 250.000.000	0,00700%
Up to EUR 500.000.000	0,00215%
Over	0,00%

The minimum membership fee is set at EUR 1,500.

The total contribution is calculated by adding the contributions to be paid according to the benchmarks. Our [contribution calculator](#) also provides information on the annual BVDW contributions.

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