



# MEMBERSHIP PACK

## JOIN ERA

The Entertainment Retailers Association is a UK trade organisation formed specifically to act as a forum for the physical and digital retail and wholesale sectors of the music, video and games industry.

### ERA Membership Benefits:

- ▶ Members qualify for payment for music and video data if they contribute to Official Charts and for games data if they contribute information to Chart Track
- ▶ Reduced rates on PPL licences for music retailers when applied for through ERA (paid via ERA)
- ▶ Reduced rates on PRS licences for music retailers. This is applied for directly to PRS with your ERA membership number (paid direct to PRS)
- ▶ Free signup to Record Store Day for eligible record shops
- ▶ Access to Official Charts data
- ▶ Regular newsletters and access to research
- ▶ Free legal and commercial advice etc. from the ERA office
- ▶ Networking and industry event discounts

## APPLICATION FORM

### Company Details:

Trading Name

Address

Postcode

Contact Name / Position

Tel no.

Mob no.

Email

Website

VAT no.

### Type of business

Store(s)

Wholesale / distributor

Home Delivery

Digital Retailer

Other. Please specify...

### Products stocked

Music

Video

Games

Merchandise

Books

Instruments

Second-hand

Other. Please specify...

## APPLICATION FORM cont.

### Are you a generalist or specialist retailer?

Generalist

Specialist.

Pop/Rock

Indie

Reggae/Ska

Hip Hop/ R&B

Soul/Funk

Jazz/Blues

Country/Folk/Americana

World

Electronic/Dance

Metal/Goth

Soundtracks/Compilations

Other. Please specify...

### Do you supply sales data to any of the following

Millward Brown/Official Charts

GfK/GfK Chart-Track

No data provided

Please provide us with your Twitter handle if you have one:

Please provide us with the name of your Facebook page if you have one:

Please provide us with the name of your Instagram page if you have one:

Do you do a Weekly New Release Mail out?

Yes No

Do you do a Pre-sales Mailout?

Yes No

What marketing opportunities do you have? (e.g. window posters, internal posters, web banners, newsletters, mailouts)

Do you have listening posts?

Yes No

Do you hold instore events?

Yes No

What is your instore capacity?

Are you licensed for alcohol and/or live events?

Yes No

Do you hold outstore events?

Yes No

What are your outstore options?

Are you happy to receive Label newsletters?

Yes No

Are you happy to receive ad-hoc e-mails from Labels?

Yes No

## Membership Details:

### FULL MEMBERSHIP

Available to all retailers, wholesalers and distributors of music, video and games.

**All benefits in addition can:**

- (i) Nominate Full Members for election to the ERA Board
- (ii) Vote for Full Members to be elected to ERA Board
- (iii) Vote on Association matters at the Annual General Meeting
- (iv) Be elected by the ERA Board to serve as an Officer of the Association, i.e. Chairman, Deputy Chairman or Treasurer
- (v) Access to Official Charts Online

### INDEPENDENT MEMBERSHIP

Available to all smaller independent retailers, wholesalers and distributors of music, video and games.

**All benefits in addition can:**

- (i) Nominate Independent Members for election to the ERA Board
- (ii) Vote for Independent Members to be elected to ERA Board
- (iii) Vote on Association matters at the Annual General Meeting
- (iv) Be elected by the ERA Board to serve as an Officer of the Association
- (v) Access to Official Charts Top line

### AFFILIATE MEMBERSHIP

Available to trade associations, non-retailers and wholesalers related to the entertainment industry

**Please tick the ERA Membership Status you require:**

FULL MEMBERSHIP

INDEPENDENT

AFFILIATE

**Please confirm your turnover band:**

When calculating your turnover band it is based on the sales of music, video and multi-media games products

\* Games retailers  
75% discount

**Do you require a PPL/PRS licence through ERA?**

Yes

No

Turnover Band (£ millions)	ERA Membership Fee (Pre VAT) *
0 to 2 and all indie shops	£125
2 to 10	£2,200
10 to 20	£4,400
20 to 30	£6,600
30 to 40	£8,800
40 to 50	£11,000
50 to 75	£16,500
75 to 125	£22,000
125 to 250	£27,500
250 to 400	£33,000
400 to 500	£38,500
500 +	£40,000
Wholesalers / B2B/affiliate	£500 - £2,000

Thank you for your application. Once your form has been processed ERA will be in contact with an invoice for payment and details regarding your membership.



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