



US Retailer Membership Application

New Member Renewal Referring iAmbassador Member ID # _____

Thank you for your support of the video industry trade group created for video retailers by video retailers.

COMPANY PROFILE

Please type or print clearly.

Company: _____

Main Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Work Phone: _____ Fax: _____

E-mail address: _____ Internet Website: _____

The majority of iDEA member communications occur via email; you may easily opt-out of email communications at any time.

Number of stores: _____ (Please attach list of all addresses)

iDEA MEMBER SERVICES provided by NEBG

By marking 'yes' below, I am acknowledging my desire to participate in the iDEA Marketing Promotion Package (MPP) provided by NEBG. As such, I agree to allow NEBG to negotiate on my behalf to obtain and manage any and all available marketing funds provided from studios and vendors as a result of purchases I make from approved distributors and suppliers. I understand that marketing funds are based on my total purchases and therefore cannot be claimed multiple times or from multiple sources. I further understand that if another entity is currently obtaining or managing marketing funds on my behalf, this authorization will cause exclusive rights to manage and utilize these funds on my behalf to be transferred to NEBG.

I understand and agree that in order to participate in the *free* iDEA Marketing Promotion Package (MPP) provided by NEBG, I must prebook and purchase a minimum amount of product from approved suppliers each month; complete terms and conditions regarding these purchases are available at www.nebg.us.

I authorize NEBG to collect information concerning the purchases I make through these suppliers, authorize and direct any and all suppliers to release this information to NEBG, and agree to hold harmless and free from liability or reprisal any and all suppliers providing this information. I also authorize NEBG to provide this information, along with other information contained on this application, as necessary, to negotiate and obtain financial considerations and resources from studios, manufacturers and vendors, for the benefit of the NEBG, iDEA, and their members, with the understanding that this information shall not be given to any other party or entity without my prior written consent. Furthermore, I assert that I am authorized by the company on this application to enter into this agreement on its behalf.

YES, I want to participate in the free iDEA Marketing Promotion Package and authorize NEBG to obtain and manage marketing funds on my behalf.

NO, I do not wish to participate in the free MPP and hereby relinquish any marketing funds NEBG may obtain for iDEA members.

WHICH OF THE FOLLOWING DISTRIBUTORS DO YOU BUY YOUR MOVIES FROM?
(CHECK ALL THAT APPLY)

Ingram
Acct # _____

VPD
Acct # _____

WaxWorks
Acct # _____

Flash
Acct # _____

Rentrak
Acct # _____

Wal*Mart

Who Is Your Primary Supplier?

~ please continue on other side ~

iDEA DUES

Special Small Store Pricing: 1 store/ < \$100,000 in annual sales: \$100/1 year

Standard / Monthly Store Pricing:

1 store: \$285/1 year or \$25/month 2 stores: \$338/1 year or \$29.65/month
3 stores: \$391 year or \$34.29/month 4 stores: \$444/1 year or \$38.94/month
5 stores: \$497/1 year or \$43.59/month 6 stores: \$550/1 year or \$48.24/month
7 stores: \$603/1 year or \$52.89/month 8 stores: \$656/1 year or \$57.54/month
9 stores: \$709/1 year or \$62.19/month 10 stores: \$762/1 year or \$66.83/month
11 stores: \$815/1 year or \$71.48/month 12 stores: \$868/1 year or \$76.13/month
13 stores: \$921/1 year or \$80.78/month 14 stores: \$974/1 year or \$85.43/month
15 -100 stores: \$1000/1 year or \$87.71/month

(monthly charges above include 5.25% service charge)

75% of Membership dues may be deductible as a business expense (but not as a charitable contribution) for federal taxes.

FOR iDEA USE ONLY

Date Received _____
MD _____
AD _____
Member# _____
Check# _____
Amount _____

iDEA SCHOLARSHIP FUND

YES, I wish to make an additional one-time donation to the EMA/iDEA Member Scholarship Fund:

\$25 \$50 \$100 Other \$ _____

NO, I do not wish to make an additional one-time donation to the EMA/iDEA Member Scholarship Fund

PAYMENT INFORMATION

Please select method of payment:

Dues Amt:

Credit Card Information:

Full Annual Dues (Check: # _____) \$ _____
(payable to "Entertainment Merchants Association")

Full Annual Dues (Credit Card) \$ _____
(complete info below)

Annual Dues, Monthly Installment Plan \$ _____
(Credit Card) (complete info below) (see above for monthly charges)

DUES \$ _____ *member dues from above*
+ \$ _____ *donation to scholarship fund*

TOTAL \$ _____ **Total Amount Due**

Charge to (circle one): VISA MasterCard

Acct #: _____

Exp. Date (M/Y): _____

Billing Address (if different): _____

Name on Card: _____

Cardholder Signature: _____

With my signature below, I agree to iDEA membership and any chosen iDEA options or programs, and to pay for said membership as stated above. I also agree that neither my Company nor any of its Officers, Directors, Owners or Partners will become involved in Video Piracy Activities. Video Piracy Activities are grounds for suspension of membership.

Signature: _____

Name (Please print) _____

Date: _____

PLEASE RETURN APPLICATION TO:



iDEA, c/o EMA
16530 Ventura Blvd., Ste 400
Encino, CA 91436-4551
Fax: (818) 385-0567