



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

MEMBERSHIP DUES 2010

CONTACT INFORMATION

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State/Province: _____

Zip Code: _____ Country: _____

MEMBERSHIP CATEGORY

Please check mark your membership category:

Brand Marketer Advertising Agency

POP AI ANNUAL MEMBERSHIP DUES

The annual dues of POPAI are based on the total expense that your company incurred in its last fiscal year from the purchase of retail marketing materials and services. Annual POPAI membership dues are effective for a 12 month period which commences on the date payment is received. Each company is ethically bound to accurately report its level of activity. Check the appropriate box and remit the amount indicated.

Expense Incurred (in millions)	POP AI DUES
<input type="checkbox"/> under 2.5	\$2,400
<input type="checkbox"/> 2.5 - 5	\$4,450
<input type="checkbox"/> 5 - 10	\$5,700
<input type="checkbox"/> 10 - 20	\$7,500
<input type="checkbox"/> 20 - 30	\$8,350
<input type="checkbox"/> 30 - 40	\$9,100

Expense Incurred (in millions)	POP AI DUES
<input type="checkbox"/> 40 - 50	\$9,700
<input type="checkbox"/> 50 - 60	\$10,500
<input type="checkbox"/> 60 - 70	\$11,300
<input type="checkbox"/> 70 - 80	\$11,950
<input type="checkbox"/> 80 - 90	\$12,550
<input type="checkbox"/> 90+ (see note)*	\$13,600

*For greater than \$90 million, dues remitted will equal \$13,600 + \$500 per \$10 million over.

For federal income tax purposes: Dues payments are deductible as an ordinary and necessary business expense. However, the portion of dues paid which covers lobbying expenses accrued by POPAI is not deductible. The non-deductible portion of dues for lobbying is 1%.

CODE OF ETHICS

The Code of Ethics included in the "Point-Of-Purchase Advertising Industry Standards of Practice" manual, contains the principles of P-O-P industry ethics as established by Point-Of-Purchase Advertising International. It is the responsibility of the member company to advise all appropriate employees of this Code of Ethics. Under the circumstances described in the POPAI By-Laws, Article III, Section 9b, companies adjudged guilty of illegal activity may be subject to sanctions.

By signing the code of ethics acknowledgment I confirm that I have read the ethics statement and that I am the primary membership contact for this company. I also confirm that the membership dues paid by my company to POPAI accurately reflect the volume of business my company accrues within point-of-purchase advertising as called for in the dues schedule.

Signature

Print Name

Title

Date

PAYMENT REMITTANCE INFORMATION

TOTAL DUES PAID: \$ _____ American Express MasterCard Visa Check

Name on Card Credit Card Number Security Code Expiration Date

Authorized Signature Date

Remit Payment To: POPAI Membership • 1600 Duke Street, Suite 400 • Alexandria, VA 22314
or
fax to (703)373-8801 or email to kmurphy@popai.com