

IAB South East Asia: Singapore Chapter - Membership application

Thank you for your interest in joining the Interactive Advertising Bureau (IAB) Singapore.

The following shall constitute a full agreement ("Agreement") between the company named below ("Company") and the Interactive Advertising Bureau Singapore Chapter ("IAB")

Membership is subject to approval by the IAB Leadership Council.

Dues for General Membership are based on the period 1st August 2009 to 31st July 2010. Membership will automatically renew annually. To cancel membership you must provide thirty (30) days notice in writing. In the event of membership cancellation by Company, or suspension or termination of membership (see By-Laws), dues shall be non-refundable, in whole or in part.

By becoming a member of the IAB, Company expressly consents and agrees that all rights in intellectual property created or modified, in whole or in part, by a member Company's representative to the IAB while engaged in IAB activities shall be owned solely by the IAB. The member Company herein assigns all right, title and interest in all such intellectual property to the IAB, and agrees to take all reasonable measures to perfect such rights in the IAB.

Company agrees to remit payment:

Membership (please check one box) [For guidance please see appendix 2]			
Full member	General Membership 2009/10	S\$5,000	
	Advertising agency Membership 2009/10	S\$2,500	
Partial member	Small Company Membership 2009/10	S\$1,000	
	Individual Membership 2009/10	S\$200	

I hereby confirm that I have read, understood and will abide by the following documents (please check boxes):

Membership	
IAB Singapore By-Laws	
IAB Singapore Membership Rules	

By signing below, I represent and warrant, on behalf of the company listed below that I have the right and authority to enter into this Agreement and perform its obligations.

Company		URL		Stamp
Printed Name		Title		
Authorized Signature		Date		

Appendix 1: Company Contact Details

Executive Contact Information (senior most executive stakeholder)

First Name		Last Name		Title	
Telephone		Email			
Address 1					
Address 2					
City					
State					
Zip Code					
Country					

Primary Contact Information (Day to day 'owner' of IAB relationship)

First Name		Last Name		Title	
Telephone		Email			
Address 1					
Address 2					
City					
State					
Zip Code					
Country					

Billing Contact Information

First Name		Last Name		Title	
Telephone		Email			
Address 1					
Address 2					
City					
State					
Zip Code					
Country					

IAB Online Directory Contact Information

First Name		Last Name		Title	
Telephone		Email			
Address 1					
Address 2					
City					
State					
Zip Code					
Country					

Appendix 2: Membership Eligibility

The IAB membership levels reflect different degrees of organisational responsibility and membership benefits.

CATEGORY			
	1. FULL MEMBER	2. PARTIAL MEMBER	3. AFFILIATE MEMBER
LEVEL	a. GENERAL	a. SMALL COMPANY	a. OTHER INDUSTRY ASSOCIATIONS
	B. AGENCY (non-voting)	b. INDIVIDUAL	b. ADVERTISERS/BRAND OWNERS

1. FULL MEMBERSHIP

Full members are anticipated to be any of the following types of company:

a. ORDINARY LEVEL

Ordinary level membership will be open to all companies with an interest in digital advertising. Ordinary members will be entitled to the normal range of membership entitlements (full details in entitlements section).

The IAB will be run by a leadership council comprising senior representatives from its member companies. The leadership council is responsible for the strategic direction of the organisation, expenditure decisions and administrative matters. The leadership council will be selected from the ordinary level members of the IAB.

b. AGENCY LEVEL

Agency level membership will be open to all advertising agencies with an interest in digital advertising. (Agencies are defined as those associations eligible for membership of the 4As trade association). Agency members will be entitled to the normal range of membership entitlements with the exception of participation as a member of the leadership council or executive positions or voting for candidates for the leadership council or executive positions.

2. PARTIAL MEMBERSHIP

Partial membership is designed for smaller organisations or individuals who wish to join the IAB, but are unable to justify the investment of a full membership. These memberships are designed to provide a limited number of IAB benefits at an affordable level.

a. SMALL COMPANY LEVEL

Small company membership is specifically designed to seek the participation of small companies by providing a limited number of IAB benefits at an affordable level. Eligibility for small company membership will be open to companies with annual revenues less than S\$500,000 annually.

b. INDIVIDUAL LEVEL

This provides a similar level of entitlement to small company membership but is designed to attract sole traders, individual consultants or bloggers.

3. AFFILIATE MEMBERSHIP (INVITATION-ONLY)

Affiliate membership is a category of membership reserved for selected organisations that the IAB wishes to build a close working relationship with. It is anticipated that there will be no charge for this level of membership, and that these memberships will only have a limited set of entitlements. The leadership council

will extend these forms of membership to organisations which it deems beneficial to join the IAB. Any IAB member may propose an affiliate category membership to the leadership council for approval.

a. INDUSTRY ASSOCIATION LEVEL

Membership may be extended to industry associations sharing common goals with the IAB. Affiliate membership exists in order to establish a close working relationship with these bodies and will provide those associations with reciprocal membership of IAB.

b. ADVERTISER LEVEL

Affiliate membership may also be extended to advertisers in selected cases order to build a close working relationship with them, specifically through inclusion in relevant working committees or events.