



MEMBERSHIP AGREEMENT

This Membership Agreement , when signed by the applicant and accepted by the BCMA constitutes a binding contract between the BCMA and the individual or entity executing the signature page of this Agreement.

Membership rights, privileges and obligations commence when the Agreement is signed by both parties as of [Agreement.Date].

MEMBERSHIP

Any and all membership privileges and benefits (detailed in Appendix 1), obtained through this membership agreement may be revoked or changed at any time with prior notice to member. At any point during this contract the Member may change their membership titles with prior written notice to the BCMA.

Member agrees that they satisfy all membership requirements as laid down in the Articles of Association and Code of Conduct. They will notify company if any requirements are not met during the time of the agreement term.

Member information will be documented as below but may be updated or changed at any point of agreement term.

First & Last Name:	Date:

Company Name:	

Address:	

Tel/Mob No:

Email Address:

Company Type:

Job Description:

Signature:

Additional Colleagues:

Membership Type:

N.B. By agreeing to join the BCMA, you must adhere to the 'code of conduct' set out in the Articles of Association. The BCMA will also add your details above to the database and send you relevant information. Should you not want to receive this information please contact us.

TERM AND TERMINATION

This agreement shall remain in effect until one or more of the following occur:

- Member fails to meet any requirements of membership.
- Agreement term lapses without further terms or agreements added.
- Company files for bankruptcy or ceases to do business.

NOTICES

Except under extenuating circumstances, any and all communications in regards to this contract shall be delivered either personally or by for of certified letter to the BCMA. All member notices will be delivered by forms deemed necessary by the BCMA.

ASSIGNMENT

Without prior written approval no portion of this contract may be transferred or sold to any party not participating in this membership agreement.

NO WARRANTIES

No warranties are given or implied by this membership agreement.

EFFECTIVENESS AND INTERPRETATION OF AGREEMENT

Any and all legal proceedings sustained from this agreement shall be set in the jurisdiction of England & Wales as agreed between parties. This membership agreement sets forth the entire understanding of above mentioned agreement and unless otherwise stated is not inclusive of any oral or prior written agreements. Any modifications or changes to this agreement must be in written form and signed by both parties.

Signatures below serve as a complete understanding and agreement to all terms and statements above.

MEMBER SIGNATURE

Name:

Company:

Position:

Date: _____

APPENDIX 1

Member Benefits:

The BCMA is designed for anyone involved in branded content. It is the pre-eminent global trade association leading the debate on what makes great branded content and how brands can engage audiences for maximum benefit and payback.

Being a BCMA member gives you a unique global perspective and priority access to latest branded content thinking and the following key areas:

1. Market data;
 2. Developments;
 3. Effectiveness;
 4. Research;
 5. Trends;
 6. Best Practice
- Priority access to latest branded content developments, effectiveness, research and best practice
 - Exclusive access to BCMA/Ipsos MORI measurement tool at discounted rate and full case studies
 - Recommend to speak at BCMA and partner events
 - 'BCMA Accreditation' scheme and use of logo on all material, including, website, social media, documentation etc

- Discounted (and in some instances), complimentary entrance to partner events, conferences, seminars, summits etc
- Priority to publish articles, case studies, white papers, thought-pieces across BCMA channels/platforms
- Priority to host BCMA Leadership/Insight Series events

NOTES