

NON-MEMBER CONTRIBUTOR DECLARATION

If you are not a member of ESOMAR (membership is on an individual basis), please print out this declaration, complete and return to ESOMAR by fax to : +31-20-6642922

I/We affirm that all Marketing Research activities carried out by my/our organization conform to the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice, in particular rule 15, relating to the strict separation of Marketing Research from Non-Research activities.

Reference is made to the ICC/ESOMAR International Code of marketing and Social Practice, the Notes on how to apply the Code as well as the ESOMAR Guideline on maintaining the Distinction between Marketing Research and Direct Marketing.

ESOMAR reserves the right to refuse any contribution as it deems appropriate to avoid conflicts of interest and make decisions in the best interest of the Society.

Signed for and on behalf of

Name

Presenting at

Conference

Name of company:

Authorised signatory 1:

Signature:

Position in company:

Authorised signatory 2:

Signature:

Position in company:

Date:

N.B. The term "authorized signatory/ies" means, in this context, the person, or persons, authorized to sign on behalf of the Company in accordance with its Statutes. For instance, in the U.K. and the Republic of Ireland, the signatures of two Directors will be required.

A copy of the ICC/ESOMAR International Code of Marketing and Social Research Practice, the Notes on its application and the ESOMAR Guideline on Maintaining the Distinction between marketing Research and direct Marketing is available on the ESOMAR website.