



# The Domain Name Association Membership Overview



[www.theDNA.org](http://www.theDNA.org)

# About the DNA

The Domain Name Association (DNA) is a new non-profit global business association that represents the interests of the entire domain name industry. Our mission is to Promote the interests of the domain name industry by advocating the use, adoption and expansion of domain names as the primary tool for users to navigate the Internet.

We have no formal affiliation with ICANN.

Our members are groups, businesses and individuals involved in the provision, support and sale of domain names. This includes such organizations as domain name registries, registrars, resellers and registry service providers.

# Membership Structure

Membership levels and dues are based on how strongly your company seeks to support the mission of the DNA as well as what level of benefits you seek access to.

## Executive Member - \$50,000/year

Guaranteed Seat on the Board;  
Access to all DNA member benefits

## Strategic Member - \$20,000/year

Eligible for five reserved Board seats;  
Access to most DNA member benefits

## Supporting Member - \$5,000/year

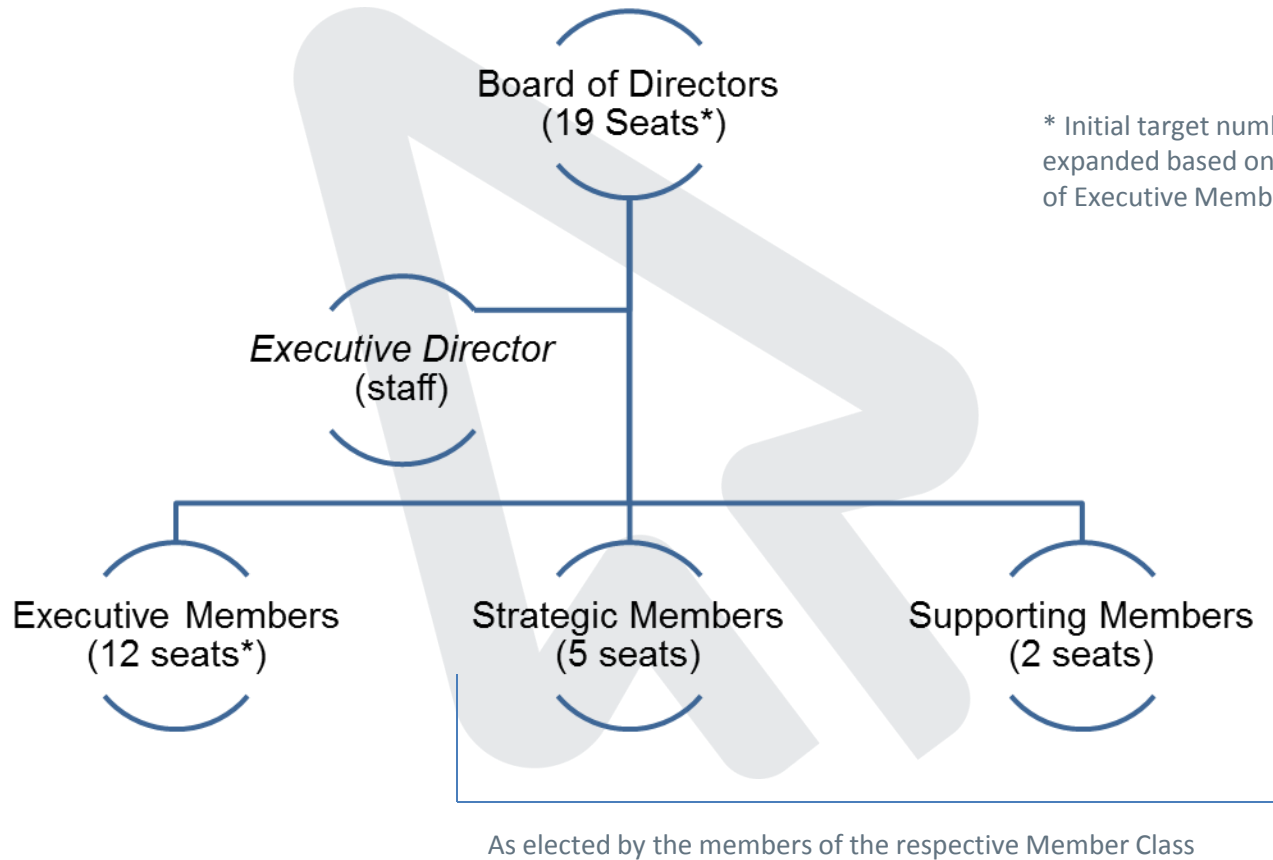
Eligible for two reserved Board seats;  
Access to some DNA member benefits

## Affiliate Member - \$1,000/year

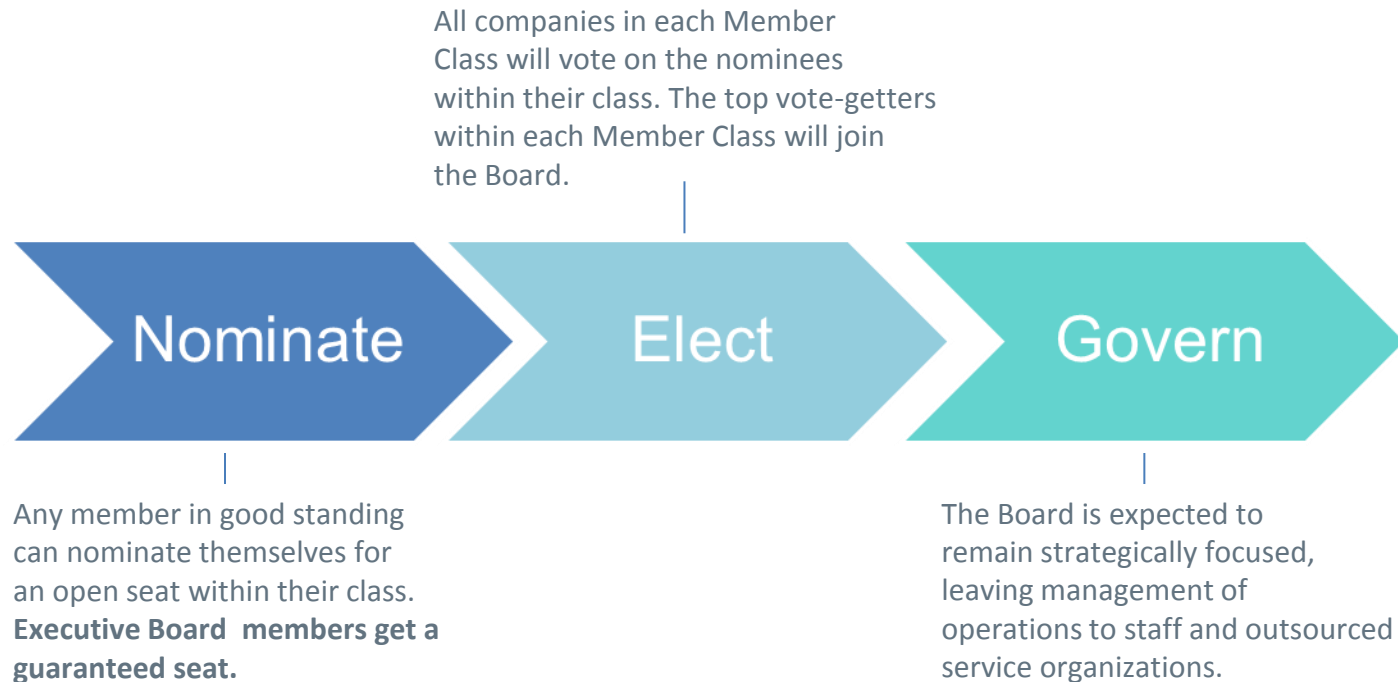
Reserved for individuals who are not affiliated  
with an organization in or related to the domain industry

All member dues billed on an anniversary basis

# The DNA Leadership Structure



# The DNA Election Process



**Nominations for the initial DNA Board are expected to commence in January 2014.**

[www.theDNA.org](http://www.theDNA.org)

# Why Join DNA?

**Lead from the Front:** Solidify your role as a critical player in this next phase in the growth of the Internet

**Boost Your TLDs:** Leverage the DNA's marketing and education programs to maximize your namespaces and domain investments

**Be an Insider:** Get the latest information and updates from the domain name industry through regular bulletins, newsletters and research sharing

**Strengthen Your Voice:** Let DNA help your company influence the important policy decisions swirling in the industry

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# Membership Benefits



Privileges will vary according to membership level, with some baseline benefits as follows:

Benefit	Executive Member	Strategic Member	Supporting Member	Affiliate Member
Seat on the Board of Directors	Guaranteed seat	Can run for one of five available seats	Can run for one of two available seats	No
Able to Serve as an Officer of the Organization	Yes	Yes	No	No
Your TLDs featured in DNA promotional materials	Yes	Yes	No	No
Access to discounts at DNA and industry events	Yes	Yes	Maybe (varies by opportunity)	Maybe (varies by opportunity)
Eligible to join DNA "Speakers Bureau" to present in industry	Yes	Yes	No	No
Exclusive access to market research and analysis	Yes	Yes	Yes	Yes
Piggyback on DNA promotional and awareness drives	Yes	Yes	Yes	Yes
Use DNA collateral and materials in your own campaigns	Yes	Yes	Yes	Yes
Receive regular policy briefings and updates from the industry	Yes	Yes	Yes	Yes
Run your own custom-branded version of whatdomain.org	Yes	Yes	Yes	No
Collaborate with domain industry leaders and peers at DNA events, on mail lists, etc.	Yes	Yes	Yes	Yes

# Take the Next Step

Join today at [www.theDNA.org/join](http://www.theDNA.org/join)

## Jump on a Membership Information Webinar

### Webinar One

Thursday, 17 October 2013  
12:00 EDT (New York City)

Thursday, 17 October 2013  
17:00 BST (London)

### Webinar Two

Thursday, 17 October 2013  
16:00 PDT (San Francisco)

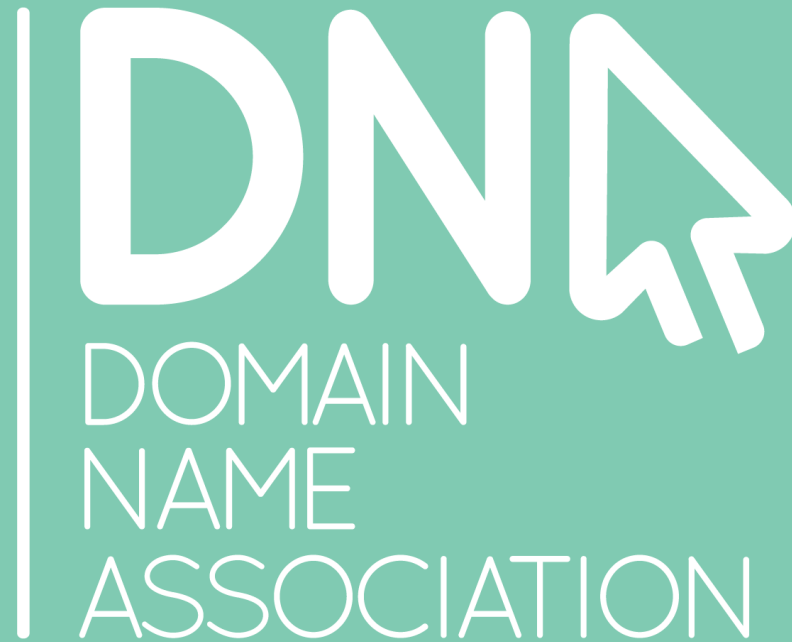
Friday, 18 October 2013  
07:00 HKT (Hong Kong)

Friday, 18 October 2013  
10:00 AEDT (Melbourne)

Register at [www.theDNA.org/webinars](http://www.theDNA.org/webinars)

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