

Please provide complete information and include a copy of your company's resale certificate.

Billing Address

Company Name: _____
Attention: _____
Address: _____
City, State, Zip: _____
Phone #: _____
Fax #: _____
Email: _____

Shipping Address

Company Name: _____
Attention: _____
Address: _____
City, State, Zip: _____
Phone #: _____
Fax #: _____
Email: _____

General Information

Principal / Owner: _____
Accounts Payable: _____

Email: _____ Phone & ext: _____
Email: _____ Phone & ext: _____
D&B: _____ EIN / Tax ID: _____

Business Model:

- 3rd Party (Amazon, Ebay, etc...)
- Catalog
- Gun Shows
- Webstore
- Wholesale
- Retail Store # of Locations _____

Markets Served:

- Guns
- Hunting
- Camping/Hiking
- Sporting Goods
- Electronics

Years in Business: _____

DBA's- Other Names You Sell Under or Conduct Business As:

What is Your Estimated Annual Sales? \$ _____

Have You Ever Spoken with a Sellmark Rep? If Yes, Who?

Website: _____

How Many Employees Do You Currently Have on Your Staff? _____

Banking Information

Bank Name: _____
Branch: _____
Address: _____
Account #: _____

Point of Contact: _____
Phone / Fax #: _____
City / State / Zip: _____
Type of Account: _____

Trade References

Company Name: _____
Point of Contact: _____
Email: _____

Address: _____
City / State / Zip: _____
Phone / Fax #: _____
Credit Terms: _____

Company Name: _____
Point of Contact: _____
Email: _____

Address: _____
City / State / Zip: _____
Phone / Fax #: _____
Credit Terms: _____

Company Name: _____
Point of Contact: _____
Email: _____

Address: _____
City / State / Zip: _____
Phone / Fax #: _____
Credit Terms: _____

Terms Requested: N30 Company Check Credit Card COD Credit Line Requested: \$1000 \$2500 \$5000 Other: _____

Signature Required on Next Page...

SELLMARK CORPORATION

2017 Authorized Dealer Requirements and Brand Policies

STANDARD CONDITIONS

- All orders, special programs and/or terms are only valid if written and accepted by Sellmark
- Pricing, terms and other programs may change without notice
- Shipments are FOB Mansfield, Texas. UPS is the default shipping vendor but others may be available upon request

DIRECT AUTHORIZED DEALER REQUIREMENTS

- Approved dealer application, export compliance, policy compliance and maintaining current balance are required to be an Authorized Dealer
- Authorized Dealer minimum requirements are \$2,500.00 initial purchase order or \$10,000 per year in sales
- Authorized Drop ship Dealer minimum requirements are \$25,000 per year in sales, plus a direct-to-consumer processing fee (\$2 for orders less than \$70, and \$7 for orders more than \$70 will be applied)

NON-DIRECT AUTHORIZED DEALERS REQUIREMENTS

- Non-qualifying accounts may be Authorized Dealers if they buy from Authorized Distributors and agree to follow brand policies. For a list of Authorized Distributors please contact your representative for details

RETURN POLICY / DEFECTS

- Dealer defective returns are for credit or replacement and require a return authorization number (RA#)
- Dealers pay shipping for return item(s)
- End-user defects are processed directly by Quality Assurance Department

STOCK BALANCING

- If new regular program item(s)* have been properly merchandised in a store for a minimum of six months, direct dealers may qualify to return the item(s) for credit, which must be used to purchase new product for the same or a higher dollar amount of the credited amount on the return, however the returned item(s) will no longer be available for future orders (contact your representative for details)

* Discounted items, night vision and thermal imaging devices are not eligible for the stock balancing program

MAP POLICY

- MAP (Minimum Advertised Price) is in place to ensure price integrity of products in the market. MAP will be enforced if more than 97 cents off Sellmark Corporation's posted MAP.
- Special marketing campaigns or promotional activities below MAP pricing may be granted but only for a short duration. These must include a direct marketing component and must be approved in writing by Sellmark Corporation (contact your representative for details)
- Sellmark Corporation reserves the right to suspend or adjust a MAP policy for any product at any time.

MAP ENFORCEMENT POLICY

- This policy applies to our direct customers, and to our distributor's customers.
- An official company email will be sent to the offending party alerting them that they are non-compliant with our MAP policy. The email will include a list of offending SKUs. The customer has 24 hours to respond, and comply with our MAP.
- Sellmark Corporation may cease shipment for items that violate MAP policies. Dealers who continually fail to follow the policy may be banned from selling items and/or brands.

MERCHANDISING POLICY

- Customers will be required to update product images, pricing, technical and other information within a reasonable time frame
- Establishment of stores, listings or distribution on third-party sites (i.e. Ebay, Amazon, or Gun Broker) without written permission is strictly forbidden
- Customers should train their staff to be able to present Sellmark products in a professional, honest and knowledgeable manner

EXPORT LIMITATIONS AND OTHER LEGAL ISSUES

- Establishment of distribution channels outside the United States without written permission is strictly forbidden
- Sales and export outside the U.S. may require a license
- Sellmark and its employees cannot offer legal advice. Each Sellmark customer is responsible for following foreign, federal, state and local laws. Please seek legal counsel for export, regulatory and all other legal issues

SELLMARK CORPORATION CONTACT INFORMATION

- General Email: info@sellmark.net
- Electronic Orders: orders@sellmark.net
- General Sales: sales@sellmark.net
- General Accounting: accounting@sellmark.net
- General Marketing: marketing@sellmark.net
- General Shipping: shipping@sellmark.net
- General Technical Support: qualityassurance@sellmark.net
- Report Dealer MAP/ Policy Violations: mapcompliance@sellmark.net

Sellmark Headquarters
 2201 Heritage Parkway
 Mansfield, TX 76063
 817.225.0310 Main Phone
 817.394.1628 Fax
www.sellmark.net

Sellmark Official Brand Websites
www.sightmark.com
www.fire-field.com
www.pulsarnv.com
www.12survivors.com
www.southerncrossbow.com

Name	Title	Email	Phone	Ext
Dianna Sellers	CEO	dsellers@sellmark.net	817.225.0310	103
James Sellers	President	jsellers@sellmark.net	817.225.0310	102
Trey Weidner	VP of Sales	tweidner@sellmark.net	817.225.0310	110
Michael Bennett	Quality Assurance Manager	mbennett@sellmark.net	817.225.0310	177
Chris Kerschen	Customer Service Manager	ckerschen@sellmark.net	817.225.0310	174
Mathew Long	Hunting/Shooting Sales Manager	mlong@sellmark.net	817.225.0310	175
Carl Stout	Camping/Outdoor Sales Manager	cstout@sellmark.net	817.225.0310	122
Jason Andrews	Shipping Manager	jandrews@sellmark.net	817.225.0310	109
Nicole Proctor	Senior Accounting Coordinator	nproctor@sellmark.net	817.225.0310	100
Amy Shotts	Senior Sales Coordinator	ashotts@sellmark.net	817.225.0310	131

SIGNATURE REQUIRED

As an authorized company officer, and/or principal of this firm, my company agrees to pay for all goods and services rendered by Sellmark Corporation; All collection service fees incurred for the collection of my account; and all legal costs involved in settlement of unpaid debts, and interest at a rate of 1.5% per month (18% annual). I understand that by signing this application that this also constitutes a personal promise to pay all invoices due to Sellmark Corporation and that I will be held liable for any unpaid debts and/or collections expenses.

I further agree to abide by Sellmark Corporation's authorized dealer requirements and brand policies provided to me with this authorized dealer application, which are also posted on the Sellmark Corporation's website: www.sellmark.net

Signature: _____ **Printed Name:** _____ **Date:** _____

For Official Use Only

Approved

By:

Date:

Terms:

Credit Line:

Revision Date: 2/1/2017

I, _____ as an authorized company officer, and principal of this firm, am aware of the export restrictions imposed by the Export Administration Regulations (EAR) governing exports and re-exports of dual-use items (optical sighting devices, such as: night vision generation 1 riflescopes, daytime riflescopes, laser sights, sights, and any aiming device) codified in the Code of Federal Regulations, Title 15, Chapter 7, part 730-774.

I am also aware of the restrictions imposed in the Code of Federal Regulations, Title 22, Parts 120-130, commonly referred to as the International Traffic in Arms Regulations (ITAR). These regulations are issued by the State Department of the United States, under the authority of Sec 38 of the Arms Export Control Act (22 USC 2778) and governs the export of articles, services and technical data identified on the U.S. Munitions List. All thermal, night vision equipment, systems, components, goggles, and weapons sights of Generations 2, 2+, and 3, including illuminators and aimers, are currently identified as U.S. Munitions List items.

The company and myself specifically acknowledge that we are fully aware of these export restrictions. The company and I understand that Sellmark Corporation shall not be the exporter, directly or indirectly, of any controlled items regulated by EAR and ITAR. The company and I specifically disavow any responsibility on the part of Sellmark Corporation for any cost, expense, or loss of legal action resulting from any violation of the law, including regulations governing the export of thermal and night vision systems, components, goggles, weapons sights, lasers and technology, including infrared artifacts, illuminators, and aimers.

Signature: _____ **Printed Name:** _____

Contact Information

Company: _____
Name: _____ Title: _____
Address: _____
City: _____ State / Zip: _____
Phone #: _____ Fax #: _____
Email: _____