



Innovative Manufacture of Quality IR related products.

Authorized Dealer Account

Company Name: _____

DBA: _____

Contact Name: _____

Address: _____

Shipping Address (if different): _____

City: _____ State: _____ Zip: _____ Country: _____

Contact Phone: _____ Email: _____

Infrared Resources Account # _____

Number of Store fronts: _____ Number of years in business: _____

Primary type of Reseller

- Brick/Mortar Retail
- Hybrid Retail/Custom
- Custom Installer/ Integrator
- Internet Only/ E-tailer
- Other

Primary Market Served: _____

Website Address: _____ Monthly Sales target: _____

Name: _____ Title: _____

Signature: _____ Date: _____

Scan Application and Return to: steve@infrared-resources.com

Infrared Resources LLC · 9823 SW 55th Ave · Portland, OR 97129 · 503-936-4065



Minimum Advertised Pricing (MAP) Policy



Infrared Resources has worked hard to insure that it's authorized Dealers provide end users (consumers) or Infrared Resources products with the kind of advice, service, knowledge and support necessary to maintain a high level of customer satisfaction. Infrared Resources has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that Infrared Resources products have achieved. Therefore, Infrared Resources is establishing a Minimum Advertised Price ("MAP") policy for its products.

Objectives:

1. To insure that our dealer-product relationships are consistent and value based
2. To maintain the proper positioning of Infrared Resources products in the marketplace.

The Map Policy:

Dealers may advertise Infrared Resource's Products at or above the minimum advertised price. The MAP price is listed in our price guide and used on our website along with our MSRP price . For the purpose of the MAP Policy "advertising" means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazine, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, and the you dealer internet site or any other method which uses hypertext transfers ("http") or any internal link to a web based shopping cart is considered advertising for the purpose of this policy.

Advertising that does not mention the MAP or higher price violates the MAP Policy. Any Price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for Infrared Resources products at less than the MAP will constitute a violation of the MAP Policy. A dealer who advertises bundles of products, which include Infrared Resources product, must advertise the price or value of the Infrared Resources products at or above the MAP. For example, the advertised bundle should say "includes Infrared Resources product, which has a suggested retail price of \$XX.XX (or higher)". Infrared Resources product sold on un-authorized Third Party Sites or Auction Sites will be considered violations of the Infrared Resources MAP Policy.

It is Infrared Resources unilateral policy to cease supplying products to any dealer who offers any Infrared Resources product on an internet auction site!

The MAP Policy applies only to the dealer's advertised prices, not selling prices. Dealers are free to sell Infrared Resources at whatever price they choose. Infrared Resources will monitor compliance with this policy. Infrared Resources may, at its own discretion, stop supplying product to any dealer found to be in violation of this MAP Policy

If a dealer has any questions about whether a planned advertising complies with this policy please contact us at support@infrared-resources.com.

Dealer name: _____

Name: _____ Title: _____

Signature: _____ Date: _____

Infrared Resources: _____ Date: _____