



Account Profile Form

Please fill out all information possible, sign, date and send back to info@regalgift.com

1470 Civic Ct., Ste 150
 Concord, CA 94520
 P 800-681-3040
 F 925-335-0944
www.regalgift.com

CONTACT INFORMATION

Business Name	
Bill to Address/City/State/Zip	
Ship to Address/City/State/Zip	
Telephone	Fax
Resale License	Web Site
Buyer Contact & Email	Accounts Payable Contact & Email

BUSINESS DETAILS *(Please fill out all that apply)*

<input type="checkbox"/>	I operate a physical Brick & Mortar store	<input type="checkbox"/>	Regal to choose Best Way (FedEx Ground)
	If yes, number of store location(s)	<input type="checkbox"/>	Ship FedEx on my account #
<input type="checkbox"/>	I operate a Brick & Mortar store AND sell Online	<input type="checkbox"/>	Ship UPS on my account #
<input type="checkbox"/>	I sell exclusively Online		For Truck Delivery
	Company website Amazon Walmart Target	<input type="checkbox"/>	I accept truck deliveries
	Other (specify):	<input type="checkbox"/>	I have a loading dock
		<input type="checkbox"/>	I need a lift gate for truck deliveries
		<input type="checkbox"/>	I require an appointment for truck deliveries
	Your stores annual sales	<input type="checkbox"/>	I need an inside delivery for truck shipment(s)
<input type="checkbox"/>	10,000-100,000		
<input type="checkbox"/>	100,001-500,000		I sell other Gift & Outdoor Décor Companies (list below)
<input type="checkbox"/>	500,001-1m	1	
<input type="checkbox"/>	1m+	2	
		3	

MARKET SPECIALTY

- | | |
|--|---|
| <input type="checkbox"/> Gift | <input type="checkbox"/> Home Center / Furniture / Design |
| <input type="checkbox"/> Garden Center / Nursery | <input type="checkbox"/> Pool |
| <input type="checkbox"/> Hardware | <input type="checkbox"/> Close-out / Off Price |
| <input type="checkbox"/> Garden Distributor | <input type="checkbox"/> International |
| <input type="checkbox"/> Farm & Fleet | <input type="checkbox"/> Other <i>(Please specify)</i> |
| <input type="checkbox"/> Drug / Grocery | |

ACKNOWLEDGE TERMS & CONDITIONS

I understand that sales on Amazon, Walmart, Target, Etsy, eBay or any other Online public marketplace are not permitted. Violating this rule may result in the termination of your account.

I confirm that I have read & agree to the terms of Regal's MAP Policy on page 2.

I confirm that I will NOT distribute or sell Regal Art & Gift products to any vendor or storefront not identified above.

I understand that my business can sell Regal through my own website or other approved marketplaces (except Amazon).

I will disclose to Regal any changes of ownership, channels of business, distribution and DBA names.

I understand that failure to report and notify Regal of all DBA account names is grounds for suspension or termination.

I confirm that all information above is truthful and complete.

Signature: _____ Title: _____

Printed Name: _____ Date: _____



MINIMUM ADVERTISED PRICING POLICY/AGREEMENT

Regal has determined it is in our mutual best interest to adopt a minimum advertised pricing (MAP) policy. This MAP policy is designed to:

- Protect reseller margins
- Avoid destructive channel conflicts created by resellers aggressively advertising discounted prices
- Support and preserve the reputation, equity, and value of the Regal brand

Policy Coverage

Map pricing applies to all Regal Resellers, defined as all online or brick-and-mortar retailers and distributors located in the US and worldwide. MAP pricing covers all products offered for sale by Regal in the most current published catalog. Resellers retain the right to establish their own retail prices. This policy applies only to advertised prices and does not seek to determine at what price a product is sold.

Policy Details

The MAP for all Regal products offered for sale by Regal in the most current published catalog shall be no less than 1.8 times wholesale price (or keystone pricing minus 10%).

The MAP Policy applies to all advertisements of current Regal products in any and all media, including but not limited to coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, email newsletters, and email solicitations.

Prices displayed online are considered "advertised price" and therefore are subject to our MAP Policy. On an e-commerce website, "click for price" and preformatted email responses are understood to be initiated by the seller and are also considered advertising under our MAP policy.

The MAP policy is not applicable to any physical in-store advertising that is displayed only in the store and not distributed at any customer. Advertising "the lowest prices" or "we'll match any competitor's prices" is not a violation of our MAP policy.

Policy Violations

In the event that a Reseller chooses not to comply with our MAP policy, sanctions will be unilaterally imposed by Regal at our sole discretion. Intentional or repeated failure to abide by the MAP Policy may result in customer orders not being accepted, shipments being suspended or cancelled, any/all preferential terms/allowances being cancelled, and/or account being closed.

Policy Modifications

Regal reserves the right to modify, suspend, or discontinue its MAP policy at any time. Regal may designate promotional periods during which the terms of the policy are changed or are suspended.

Regal Sales Management has the authority to change or modify the policy. Please direct any questions to Michele Newman, Director of Sales at Michele@regalgift.com.

Signature: _____ Title: _____

Printed Name: _____ Date: _____