



# SPOT Authorized Reseller & MAP Policy

Please contact your SPOT representative or the SPOT MAP Guidelines if you have any questions regarding this policy.

Spot, LLC ("Spot") Authorized Resellers (retailers and distributors) are authorized to purchase SPOT Satellite GPS Messenger™ products ("SPOT Products") either directly from Spot or from a Spot Authorized Distributor and resale it to the general public or other resellers. In order to ensure that SPOT Products are properly promoted and supported, to build and maintain integrity for SPOT Products and to facilitate our national advertising campaign, Spot has developed this policy. Spot has the sole authority to determine and/or modify this policy.

### Territory

Authorized territory is the United States. Contact [sales@findmespot.com](mailto:sales@findmespot.com) if you also want to be approved for additional countries. Selling outside of your authorized territory can result in termination of your Authorized Reseller status.

### MAP Pricing

Spot has established a Minimum Advertised Price ("MAP") for the SPOT Products:

SKU	DESCRIPTION	MAP	MSRP
SPOT-1	SPOT Satellite GPS Messenger™	\$149.95	\$169.99

Spot shall terminate any Spot Authorized Reseller's authorization to sell SPOT Products if the Spot Authorized Reseller's advertising of SPOT Products:

- (1) fails to display prominently a price at or above the MAP for the product without any strike through or other obliteration of such price, or
- (2) contains a price lower than the MAP

In the case of a rebate authorized by Spot, the Reseller may list a MAP price or above, show the rebate, and then 'price after rebate'. In all cases, if the MAP Price is not actually stated, the MAP Policy assumes that an advertisement specifically states the MAP Price. Neither Spot's employees nor its contracted representatives are permitted to discuss or in any way influence the pricing policies of its Authorized Resellers. This policy addresses advertised prices only, and does not relate to actual sales prices of any item. Distributors must obtain a signed copy of this agreement prior to shipping SPOT Product to a Reseller and provide a copy of such signed agreement to Spot for its Authorized Reseller list.

### What Is Advertising?

Advertising is any communication in any form of media to more than one individual that includes any reference promoting SPOT Products (such as name, photo, description, etc.). Any such SPOT Product information or pricing that is searchable by internet search sites or price comparison sites IS considered advertising and must be in compliance with this MAP policy. Resellers are responsible for ensuring that their pricing is at or above MAP on Internet search engines.

### What Is Not Advertising?

- (1) Electronic mail sent in response to customer inquiries or the price specified in the electronic "shopping cart" at "checkout" time-of-purchase is considered an "offer for sale" and is not considered advertising; provided, that the "shopping cart" at "checkout" is programmed to be not searchable by Internet search engines or price comparison.
- (2) Store signage and in-store flyers that are only available within the store are not subject to this policy. Flyers or advertising in newspapers or sent direct mail are subject to this policy.
- (3) The MAP Policy does not apply to membership organizations to the extent that any advertising is distributed solely to the members of the organization.

### Are Auction Sites Allowed?

Authorized Resellers must not sell or offer for auction any current Spot Products via any Internet auction website. Fixed price listings are allowed if they comply with all other terms of the SPOT MAP Policy.

### Inventory, Returns and Service

Authorized Resellers must have sufficient distribution arrangements in place to process consumer orders. Authorized Resellers must provide end-consumers with information regarding how they can return any defective SPOT Products. Authorized Resellers must provide the highest quality service when representing SPOT Products and must not knowingly mislead or provide incorrect information to the end-consumer.

### Business Name and Trade Dress

You can not use the company, product or service names such as SPOT, Globalstar, or Live to Tell About It, in whole or in part, your company name, web address or dba. You may not have similar trade dress that would cause a reasonable person to confuse your company with Spot or Globalstar.

### Loss of Authorized Reseller Status

For any Reseller that fails to meet the standards defined in this Authorized Reseller Policy, Spot may:

- (1) Refuse to sell the Reseller future orders of SPOT Products; and/or
- (2) Refuse to ship current orders for SPOT Products; and/or
- (3) Terminate Authorized Reseller status.



# Authorized Reseller Application

Please complete and submit to your Distributor or Spot.  
 If submitted to Spot, fax to: (408) 933-4954  
 or scan & e-mail to [ResellerApplication@FindMeSpot.com](mailto:ResellerApplication@FindMeSpot.com).

<b>Thank you for your interest in becoming an authorized Reseller for Spot products.</b>			
<b>APPLICANT</b>			
<b>Company</b>			
<b>Address1</b>		<b>Address 2</b>	
<b>City</b>		<b>State</b>	
<b>Contact</b>		<b>Zip</b>	
<b>QUESTIONNAIRE</b>			
<b>Please list any other company names under which you sell or operate:</b>			
<b>Do you wish to purchase Spot products direct from Spot or a distributor? If a distributor, which distributor(s) do you wish to purchase Spot products from?</b>			
<b>How do you plan to sell Spot products? Retail store? Internet? Catalog? If via internet, please list all website URLs, and provide what portion of your business is via internet.</b>			
<b>Please provide sufficient data to establish that you are a competent business, e.g. length of time in business, number of employees, number of locations, number of customers, average yearly revenue, employee training programs, experience with similar products, etc.</b>			
<b>Are you able to provide high quality consumer service?</b>			
<b>Will you comply with Spot's MAP policy?</b>			
<b>CERTIFICATION</b>			
<b>By signing below, you certify that you have read and understand Spot's Authorized Reseller Policy, will provide high quality consumer service and support, will abide by the MAP guidelines and that the information supplied by you in this application is true and correct.</b>			
<b>Signature of Applicant:</b>		<b>Date:</b>	
<b>Name:</b>		<b>Title:</b>	