



**Dear Mountain West Distributor Prospective KICKER Distributor Dealer,**

KICKER/Stillwater Designs takes its brand and market position very seriously and invests significantly to protect and promote its valued and indispensable authorized dealer and distributor networks. We want to ensure that our end users purchase only from authorized dealers capable of delivering KICKER technology, performance and usability benefits. To successfully compete in the dynamic marketplace and to maintain our premium brand image, we are initiating a multi-step strategy that includes:

- An efficient, web based, paperless Reseller Authorization Portal with all resellers who purchase KICKER products for resale.
- A Unilateral Minimum Advertised Price policy (UMAP).
- Careful screening of prospective Internet sellers and removal of unauthorized Internet sellers.

**All resellers who wish to be authorized to sell KICKER products must complete the Registration process.**

Within the online registration process you will be presented with our Authorized Dealer Agreement for your electronic signature. The agreement contains our standard terms and conditions for dealers who carry KICKER products. The agreement may seem somewhat elaborate, but we believe that it is vital to protect and promote our Authorized Dealers and thank you in advance for your understanding and cooperation.

Key points included in the agreement.

1. The End User is the only permitted consumer for KICKER product sales. Third Party sales (i.e. transshipping) are strictly prohibited, are considered a material breach of this agreement and carry monetary penalties.
2. Your Territory is designated as locations within the US only. Direct or indirect sales to customers outside the US – in whatever form - are strictly prohibited and considered a material breach of this agreement.
3. Internet sales are prohibited under the agreement.
4. You will only be an Authorized Dealer for the locations you provide in the Reseller Authorization Portal and as approved by KICKER. It is your responsibility to update your Portal profile database as locations are revised.
5. Dealer shall maintain a staff of competent sales personnel who are adequately trained in the demonstration and explanation of KICKER Products and printed aids.
6. You shall comply with the Intellectual Property guidelines contained in Schedule B.

Please Note: The above summary is not binding on KICKER or the Dealer and is in no way incorporated into the interpretation of the Authorized Dealer Agreement. Your execution of the Authorized Dealer Agreement will signify your acceptance of the terms and conditions contained therein not the above summary.

The UMAP announcement and supporting documentation are included in the Dealer Registration process.

Our KICKER Reseller Authorization Portal located at <http://www.kickerauthorization.com> is live for you to complete our Dealer Registration process and submit your application. You will be asked to enter your business information, brick & mortar and online locations, review our UMAP policy plus review and apply your electronic signature to the Authorized Dealer agreement. Please plan to complete your registration as soon as possible.

## Step-by-Step Mountain West Distributor Dealer Registration Instructions

**You only need to register ONCE for authorization with KICKER. Even if you purchase from multiple KICKER Authorized Distributors, you are registering for Dealer Authorization with KICKER and only need to Register ONCE.**

- 1) Visit <http://www.kickerauthorization.com/FAQs.aspx> to review/print the process elements and the information necessary for you to complete your Company Profile interview and registration
- 2) Visit <http://www.kickerauthorization.com> by selecting “Home” on the horizontal grey bar
- 3) Select any “Register” or “Start Here” link to begin the registration process
- 4) Select “Distributor Dealer (buy from Distributor)” Registration type in the **Select Authorization Type** box
  - o enter Pass Code “KIDT8”
  - o check the box if in agreement with the **Terms of Use**
  - o select “Continue”
- 5) Review the **Registration Process Overview** and select Continue.
- 6) Review the overview of the **Authorized Dealer Agreement Key Points** and select Continue.
- 7) Carefully read and review the **Authorized Dealer Agreement** and select “I agree” or “I disagree”. The signatory for the e-signature electronic execution of the Authorized Dealer Agreement **must** be authorized and have the authority to enter into the Agreement on behalf of your Company. If you select “I disagree”, you will not be able to complete the registration process and you will not be authorized to resell KICKER products.
- 8) Carefully read the **Unilateral Minimum Advertised Price policy** and select “I have read”.
- 9) **Important Entry Criteria to consider:**
  - a. **First Name and Last Name** – Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums
  - b. **Creation of User Name and Password** for security of your information and future Portal access to download/view executed Agreement and other critical business documents, update key personnel and their contact information, update brick & mortar and online URL locations as needed.
  - c. Please keep in mind the User Name will be utilized by your company for many years and cannot be changed. The Password can be revised.
  - d. **The Primary Email Address entered** is used for all critical KICKER email business communications and notification of authorization status. This email address can be revised.
  - e. **The Primary Telephone number** entered is the search key for Distributor validation of your Authorization status. All location phone numbers will validate in search as well.
- 10) Complete all required data fields selecting “Save and continue” at the end of each data registration page.
- 11) If you are interrupted during the registration process, you can pick up later where you last saved your data. Please see the [FAQs page](#) for complete instructions on logging into the portal once you have created your unique User Name and Password.
- 12) When all required data has been completed, select “Submit Registration”.
- 13) Within 3-5 business days, generally sooner, you will receive a confirmation email stating whether your application for authorization has been approved or denied.

**Dealers not approved through our online registration process are not permitted to purchase products from KICKER’s Authorized Distributors. Our Unilateral Minimum Advertised Price policy (UMAP) is in effect, along with removal of unauthorized sellers from the Internet marketplace and aggressive enforcement of all aspects of our agreements including, but not limited to, terminating those authorized dealers involved in transshipping our products. These initiatives underscore our commitment to the channel and to our authorized reseller network.**

If you have any questions on the program or process, please review the FAQs page and/or email us at:

[ContactUs@Kicker.com](mailto:ContactUs@Kicker.com)

**Thank you for your cooperation and your interest in KICKER Products**