



Dealer shall abide by the following requirements to assist, promote, and encourage sell-through:

1. **In Store On-Hand Inventory Requirements, New Products and Promotions** – Door Stud is accountable for product listing in the showroom. The listing will consist of assigned SKUs on the order form. At least two feet of highly visible Door Stud, only, display space is required. **The display is to be always in-stock and properly maintained.** Door Stud Dealers are required to selectively support new products and promotions.

Retail Dealers shall display at identified locations:

- Door Stud Vertical Display
  - Door Stud Video Book
  - 1 demo unit
2. **In Store Training** – Once per year, the Dealer’s most influential salespeople will receive local (if applicable) or virtual training that should be uninterrupted. Dealer’s Sales reps should be able to demonstrate their knowledge or mastery of the Door Stud product.
  3. **Point of Contact** -- The Dealer shall appoint and communicate an initial and ongoing point of contact: a person of contact for any communication regarding sales reporting/orders, need for materials, response to the product, etc. Should the point of contact change, Dealer must notify the Door Stud Sales representative of such change.
  4. **Sales Reporting:** Sales reports need to be provided to Door Stud monthly. Reports will aid in determining if further support is needed from Door Stud depending on the sell through performance.
  5. **Key Event Pricing:** Special pricing for supported and well-planned events/shows/demonstrations will be provided with advanced notice of the event, as provided by the dealer.
  6. **IMAP compliance:** Door Stud Dealers must be IMAP compliant. This extends to third party websites or shippers. When the IMAP program is not being supported an email and phone call will be made to the buyer. If no corrective action is implemented within 24 hours, the purchase program will be changed to the standard distributor program status, and they will no longer receive promotional discounts. As a last resort, the sales representative will review the account and determine a path forward or ultimately decide account conclusion.
  7. **Annual Sales Expectations, Pricing, Terms of Sale, Freight, IMAP (Minimum Online/E-Commerce Price):**
    - o Expected Dealer sales per year: \$5,000.00.
    - o Performance rebates available above \$5,000.00 on annual sales.
    - o Pricing: Discount listing is provided. Break IMAP will revert account to restrictions for online and e-commerce sales.
    - o Minimum order is \$1,000.00.
    - o Freight: Prepaid freight on orders > \$1,000.00
    - o Terms of sale: 2% 30, Net 31. Shipments stop after 45 days. No incentives for past due accounts. Break IMAP, no prompt pay discounts apply.
    - o International orders are 100% pre-paid, unless agreed upon otherwise.

Point of Contact Signature: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

DOOR STUD®

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