



DIRECT—Dealer Application

Legal Business Name: _____
 DBA: _____
 Tax Identification Number (TIN): _____
 Transaction Privilege Tax License Number (TPT): _____

Shipping Address: _____

 Bill to Address: _____

 Telephone: _____
 Fax: _____

Credit Card Visa/MasterCard/AMEX Card Number: _____ EXP: _____
 To File: CVS: _____ 3 digit on back or 4 on front of AMEX

Main Contact Name: _____	Title: _____	Email: _____
President: _____	Phone: _____	Email: _____
Vice President: _____	Phone: _____	Email: _____
Purchase Mgr: _____	Phone: _____	Email: _____

Type of Business: Corporation Partnership Sole Proprietorship
 Number of Stores: _____

Competing Lines: _____

Complimentary Lines: _____

- Potential Severtson Products Monthly:
 Signature Deluxe Fixed Frame _____
 Impression Series Fixed Frame _____
 Legacy Series Fixed Frame _____
 Tab Tension Electric Series _____
 Cinema Electric Series _____
 E-Line Electric Series _____
 Manual Pull Down Series _____
 Portable Series _____

All products sold by Severtson Corporation to a direct dealer must be resold or sales tax must be charged. Please send a copy of your company's resale tax certificate with this application for each state shipping address.

By Fax: (480)-834-8900

Or By Courier: Severtson Corporation
 Attention: Patty
 303 S. Alma School Rd.
 Mesa, AZ 85210

How did you hear about Severtson Corporation? _____

Did you contact Severtson Corporation first or did a Severtson Corporation Rep contact you? _____

The name of Severtson Corporation's Rep who first contacted you? _____

SEVERTSON CORPORATION'S DIRECT DEALER TERMS & CONDITIONS

Severtson Corporation a Arizona corporation having its principal place of business at 303 S. Alma School Rd., Mesa, Arizona 85210

Company Name _____ (To be a Direct Dealer of Severtson Corporation) agree as follows:

Definitions:

Products: projector screens designated as home entertainment models and commercial models and any other Severtson accessory.

Dealer: Reseller, Contractor, or Installer.

End-User: The final customer to the dealer, contactor or installer.

Market: Vertical market designated as residential home entertainment or commercial use.

Sales:

Dealer agrees to sell projector screens and accessories only to end-users with established resale accounts through vertical markets and geographic area as described below:

Responsibilities:

A. **Personnel:** Dealer agrees provide product training and basic technical support to end-users.

B. **Advertising:** Dealer shall not publish any advertising relating to any Severtson products or Severtson Corporation which is not in unity with all federal, state, or local laws or that is likely to deceive the public of Severtson Corporation or its products.

Service Obligations:

A. Dealer shall provide, good service, prompt, efficient handling of end-user's service issues in accordance Severtson Corporation's warranty policy.

B. Dealer is required to determine if the product has been altered or modified by the end-user so as to void the warranty and not be compensated by Severtson Corporation unless agreed upon in writing.

Pricing, discounts and terms:

A. Severtson Corporation will provide dealer with standard published dealer price schedules or dealer may request pricing.

B. Terms are prepaid by Credit Card and prepaid ground freight by Credit Card.

C. Price protection, if price reduction, dealer may order an equivalent quantity of new product and receive an additional discount to offset existing inventory's price change.

Returns:

No returns will be accepted with out prior approval by Severtson Corporation. All returned product must be in unopened, original cartons with freight prepaid.

Warranty:

Details of the warranty policy is spelled out on Severtson's Website: www.Severtsonscreens.com. Dealers shall not agree to or extend any warranty provisions beyond that stated with the product in behalf of Severtson to any person.

Reservation of Right:

No order shall be deemed binding upon Severtson Corporation until accepted by Severtson Corporation. Severtson Corporation reserves the right to reject any order or to cancel the same for any reason including insufficient funds.

Relationship between the parties:

This applications does not give relationship of agent or employer and employee between Severtson Corporation and the Direct Dealer. The dealer shall not be considered or act to be an agent or employee of Severtson Corporation. Dealer shall not guarantee or extend warranty on any products except with written approval by Severtson Corporation. Dealer shall not use Severtson Corporation's trade marks without Severtson Corporations prior written consent, except in the sale of the Severtson Corporation's products which have not been altered or modified.

Length of this Application:

The term of this application shall be from the date hereof and good until Severtson Corporation wishes to terminate this application or dealer wishes to terminate this application. If application is terminated dealer must continue to take responsibility of an Severtson Corporation products the dealer sold.

Assignment:

Neither this agreement nor any rights or interest may be assigned by either party without the prior written consent of the other party.

Ownership and operation of the dealer:

In the event of any change in the ownership of this dealer application can be terminated by Severtson Corporation. Please write and specify change of owner ship to continue purchasing Severtson Corporation products.

Dealer:

X _____

Print _____

Title _____

Date _____