



Minimum Advertised Price (MAP) & Internet Sales Policies

Updated 2/1/17

Po Campo takes great pride in its products and we enjoy strong relationships with both our retailers and consumers. We have no desire to undermine these efforts with engagement in lowest-price wars online or offline. Therefore, we ask all Po Campo retailers to agree to our Minimum Advertised Price (MAP) and Internet Sales policies so that we work together to maintain the value of our brand of lifestyle accessories, protect dealer and manufacturer margins, and prevent predatory pricing.

As a Po Campo dealer, you agree to:

1. Advertise inline Po Campo products at or above MSRP as reflected on current sell sheets.
2. Not advertise close-out pricing until Po Campo notifies you that items are discontinued.
3. Gain prior authorization before advertising any sales/discounts on Po Campo products. Only occasional and limited sales/discounts (e.g. an annual Valentine's Day sale) will be authorized.
4. Only use Po Campo supplied images on your website, or gain written approval from Po Campo before using any other images. Images are at www.flickr.com/pocampochicago.
5. Obtain written approval prior to listing our brand on or through third-party websites or auction websites, such as Amazon.com.
6. Do not make false statements about Po Campo on your website or on social media accounts.

These policies apply to advertised prices only, not selling prices. For the purpose of this policy, "advertised" is defined as any form of dealer advertising, including direct mail, catalogs, newspapers, magazines, billboards, television, radio, e-commerce, brochures, forums, signage on exterior of store and/or at consumer events, and internet websites. Additionally, any method with uses hypertext transfer protocol ("http") or can be accessed directly through hypertext is also considered to be advertising for the purposes of this policy.

Violation of this agreement may result in cancellation of future orders. Po Campo has sole discretion over whether this agreement has been violated. By signing this agreement, you are acknowledging that you have read, understand, and agree to comply with the Po Campo MAP policy.

I agree to the above terms

Name	Title	Company
Signature	Date	