Please complete this page first



# **New Livestock Account Application Form**

Hello! Thank you for your interest in opening a Weaver Leather Livestock account. Please take a few moments to complete the following information in its entirety and return it, along with any two of the following business credentials, to us via email, fax or mail as soon as possible.

Acceptable Business Credentials (please submit any two):

- Retail Store See Brick & Mortar Retail Store section below and respond to each question. Stores operated out of an individual's home, barn, basement, garage or other personal place do not qualify. Must be a structure designated for retail sales.
- Mobile Unit See Mobile Unit section below and respond to each question. Personal livestock trailers do not qualify. Trailers intended for product transportation only do not qualify. All trailers must be set up for retail purposes directly within the trailer.
- Retail Website See Retail Website section below and respond to each question. Websites that are not equipped to collect orders do not qualify. Social media-only platforms do not qualify.
- Printed Catalog See Printed Catalog section below and respond to each question. Professionally printed catalogs with annual mailings are required.

#### In House Use Only

Account Number \_ Account Type Date Approved Approved By \_

> Toll Free in the U.S. & Canada Phone: **800-932-8371**

Fax: 800-693-2837 Local & International

Phone: 330-674-1782 • Fax: 330-674-0330 Email: livestockquestions@weaverleather.com 7540 CR 201, PO Box 68, Mt. Hope, OH 44660-0068

#### Minimum Opening Order Information:

- . Weaver Leather Livestock Retail Store, Retail Website or Printed Catalog dealers are required to place a minimum opening order of \$3,000. We reserve the right to adjust this minimum after evaluating the specific market size and potential livestock sales for your geographic area based upon information received in the dealer application.
- . Weaver Leather Livestock Mobile Units are required to place a minimum opening order of \$20,000. We reserve the right to adjust this minimum after evaluating the specific market size and potential livestock sales for your geographic area based upon information received in the dealer application.
- · We also require all dealers to order a minimum of \$2,000 annually.

Attention AZ, CA, FL, GA, IA, IL, IN, KY, MD, MI, MN, MO, NY, OH, PA, SD, TN, TX, WA, WI and WV Customers: In addition to this application, we do require that you submit a Blanket Certificate of Exemption for sales tax purposes. Please contact us for a copy of this form. Additional states are subject to be added without notice.

Wholesale Only We have strict guidelines of selling our livestock products through qualified, industry-related retailers and marketers only. Our careful screening and customer application process assures us and you that we sell wholesale to qualified dealers only. Our Stocking Requirement requires all approved dealers to maintain and stock inventory on-hand and to actively promote the sale of Weaver Leather Livestock's brand of products through their retail avenue(s) of doing business.

(Please write or print clearly in dark ink)			
Brick & Mortar Retail Store (If not a brick and mortar retail store, skip to the next section) - Please attach photos of the inside and outside of your retail location			
Type of Retail Store (Please check as many as are applicable)  ¬ Farm Store ¬ Cooperative ¬ Drive-Through ¬ Tack Store ¬ Apparel Store ¬ Other			
Regular Operation Business Hours  Monday - Friday Saturday Sunday			
Store's Square Footage			
Is your retail store equipped with the following items? (Please check as many as are applicable)			
□ Cash Register □ Point of Sale System □ Inventory Management System □ Credit Card Processing System			
Mobile Unit - Please attach photos of the inside and outside of your mobile unit and also a copy of your current or future planned vendor show schedule			
Type of Mobile Unit Trailer  Gooseneck, Trailer Length   Bumper Pull Trailer, Trailer Length			
Is your Mobile Unit equipped with the following items? (Please check as many as are applicable)  Cash Register    Point of Sale System    Inventory Management System    Credit Card Processing System  Retail Sales Window    Attached Shelving Units			
Do you have a DOT number? If so, please list:			
Retail Website			
Website URL			
Is your website equipped with an ecommerce shopping cart?   Yes   No			
How long has your website has been active?			
Website Performance			
□ Hits per month □ Number of unique visitors per month □ Conversion rate per month			
Do you utilize any paid Google AdWords to drive web traffic?(Please explain)			
Do you utilize any organic SEO? (Please explain)			
Do you offer any type of email programs for ongoing consumer connection? (Please explain)			



# **New Livestock Account Application Form Continued**

Printed Catalog - Please attach a copy of your current catalog (PDF file is	acceptable)	
Catalog Details		
Yearly catalog print quantity	Total catalog mailing circulation numbers	
Number of pages	Color or black & white	
How often do you update your catalog?		
Do you print more than one catalog per year? (Please explain)		
Do you print any specialty pieces such as sale flyers or holiday		
Do you offer any type of email programs for ongoing consumer	connection? (Please explain)	
		_
Business Name		
Owner Name(s)		
Federal Tax ID #		
Number of Employees (Including yourself)		
Accounts Payable Contact		
Email AddressBuyer's Name		
Email Address	, ,	Fax ()
In addition to this application, we require that you submit a Blanket Certificate		Please contact us for a conv of this
form at taxforms@weaverleather.com.	e of Exemption for sales tax purpose	ss. I lease contact as for a copy of time
Please provide contact name and email address to send the following docum	ents:	
Order Confirmation Name	Email Address	
Shipping Notification Name	Email Address	
Monthly Account Statement Name	Email Address	
Invoice Name	Email Address	
Please provide contact name and email address to work on the following with	1:	
Marketing Contact Name	_ Email Address	
Form of Business Entity: (Please check one)		
□ Corporation □ Limited Liability Company (LLC)	☐ Sole Proprietorship	☐ General Partnership
□ Government Agency □ Other (please explain)		
Mailing Address		
City	State	Zip
Shipping Address		
City	State	Zip
Store Phone () Fax ()	Email Address	
Is shipping address also your home address? ☐ Yes ☐ No	Cell Phone/Other (	)
Website	Facebook	
Twitter	Instagram	
Other_		



# **New Livestock Account Application Form Continued**

Have you ever purchased directly from Weaver Leather before? ☐ Yes ☐ No  If so, when and what type of product?
Under what name and address was your account listed? (If different from previous page)
Name Address
City State Zip
Phone () Fax () Email Address
Do sales representatives presently call on you? ☐ Yes ☐ No
Which Wholesale Trade Markets, if any, have you attended in the last 12 months?
1)
2)
3)
What other companies do you have wholesale accounts with?
1)
2)
3)
What other brand name lines do you offer?
1)
2)
3)
How many years have you been in business?
How many years have the current owners been in business?
How many years have you been in business at this location?
What are your average gross sales per year?
Has your business or owners declared bankruptcy or compromised any debts in the last seven years? 🖵 Yes 🗀 No
Please explain:

## SEE THE DIFFERENCE WEAVER LEATHER LIVESTOCK PROGRAMS CAN MAKE

### \$1,500 Best Price Program

We're excited about our \$1,500 Best Price Program that gives our Best Price to any Weaver Leather Livestock dealer who places an order of \$1,500 or more from this catalog. Orders must total \$1,500 after price breaks are applied. It's just our way of making it that much easier to get the best prices possible.

### **Merchandising Assistance**

Our sales department is here to help you carry the Weaver Leather Livestock products that best meet your needs. We'll be happy to provide you with customized planograms tailored especially for your store. From show supplies and commercial production farms to cattle, hogs, and llamas, we can help you cater to any niche market. Call our sales department for details.

### Free Shipping Program

You may qualify for free shipping when you order \$1,500 or more of products from our livestock catalog, including supplements under 6 lbs., liquids and aerosols. Products that do not qualify for free shipping include livestock equipment, 55-gallon drums of liquid, and supplements that exceed 6 lbs.

Our Free Shipping Program offer is applicable only to orders shipped to destinations within the contiguous United States using ground service or commercial freight.

Please note: All drop-shipped orders will incur a \$10.00 fee plus applicable shipping fees.



# Minimum Advertised Price (MAP) Policy

Before submitting your application, please review our updated Minimum Advertised Price Policy. For more information or to ask questions regarding this application, please send an email to livestockquestions@weaverleather.com.

Wholesale Only We have a strict policy of selling our show supplies through qualified, industry-related retailers and marketers only. Our careful screening and customer application process assures us and you that we sell wholesale to qualified dealers only.

Minimum Advertised Price (MAP) Policy: Weaver Leather, LLC ("Weaver") strongly supports qualified retailers who stock, sell, and provide a high level of service for Weaver products by maintaining retail locations, in-store displays, catalogs, and websites. In order to protect our premium brand image and reputation for quality products, and to support the interests of Weaver retailers, we have updated and adopted our Minimum Advertised Price ("MAP") policy.

#### **Additional Details:**

- 1. Weaver will maintain an updated and current "MAP Price List" of the Weaver products subject to this MAP Policy.
- 2. Retailers should advertise Weaver products to consumers at prices no lower than the MAP Price listed for each Weaver product listed in the MAP Price List.
- 3. "Advertised" in this MAP Policy applies to any advertising of all applicable Weaver products in all print, radio, television, and electronic media. This includes, but is not limited to, flyers, mail order catalogs, magazines, newspapers, direct mail, inserts, television ads, billboards, radio spots, websites, forums, online marketplaces, email, social media posts, and public signage.
- 4. Advertising or promotions that express or imply a price less than MAP will be found to violate this MAP Policy.

Examples include, but are not limited to:

- i. Listing a price lower than MAP in any form of advertising
- ii. Store-wide or site-wide discounts that bring Weaver products below MAP
- iii. "See price in cart" type methods of enticing consumers to find a price below our MAP at a later stage of purchase
- iv. "Buy one, get one free" offers
- v. Strike-through pricing
- vi. Instant rebates that would bring the net price below MAP price
- 5. From time to time, Weaver runs national promotions on specific Weaver products. During the effective dates of these promotions, the MAP prices may be adjusted to reflect applicable manufacturer coupons, discounts, or rebates.
- From time to time, Weaver may choose to permit retailers to advertise products at prices lower than the MAP price. In such MAP holidays or special events, Weaver reserves the right to modify or suspend the MAP price for a specific period of time by providing advance notice to all retailers of such event.
- 7. The policy does not apply to discontinued Weaver products. As products are discontinued by Weaver, they will be removed from the MAP Price List and communicated to retailers.
- 8. This policy is not applicable to any in-store advertising that is physically displayed only in-store and not distributed to any customer. In-store displays, point-of-sale signs, hang tags, and similar marks that only state the price are not considered "Advertising" for purposes of this policy.
- 9. This policy only applies to advertised prices and does not affect the prices that retailers may charge for Weaver products. Retailers remain free to sell Weaver products at any price they choose.
- 10. Weaver reserves the right to update or modify the MAP Price List of applicable products and prices at any time. Any changes will be communicated to retailers in advance.
- 11. Violations of our MAP Policy by any retailer will be enforced by Weaver with consequences that may include:
  - i. Termination of open purchase orders
  - ii. Refusal to ship specific products until retailer in is compliance with MAP policy
  - iii. Refusal to process any future orders
  - iv. Loss of account status to purchase Weaver products
- 12. Weaver reserves the right to modify, update, or terminate this MAP Policy at its discretion at any time.

#### Distribution Channel and Third Party Policy for All Weaver Leather Livestock Products:

- All Weaver Leather Livestock dealers may sell products through approved physical retail locations, properties and operations including all events and trade shows.
- Dealers may sell on their branded dealer websites, excluding third party sites and marketplaces.
- Weaver Leather Livestock grants Exclusive Distribution to sell on Third Party Sites and/or marketplaces including but not limited to the following: Amazon, eBay, and Jet.
- Weaver Leather Livestock allows all dealers to apply to become an Approved Dealer to sell on Third Party Sites while reserving the right to restrict the number of Approved Dealers on Third Party Sites.
- When a dealer with multiple store locations violates this policy at one location, Weaver Leather Livestock considers this to be a violation
  by all the dealer's locations, both physical and digital.
- Violators of this policy will be notified and subject to possible suspension of new orders until account is in compliance. Repeat offenses
  may result in agreement termination.