

## **Minimum Advertised Price Policy for Party At Your Door LLC**

### **MAP Policy**

As the world's leading party in a box supplier, Party At Your Door LLC is focused on maintaining high margins for our reseller network. In recognition of the investment in time and resources required for our high-quality resellers to provide the level of customer service and product knowledge expected from our customers, Party At Your Door is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. Party At Your Door has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Party At Your Door products. All Party At Your Door Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

### **Party At Your Door's MAP Policy Guidelines for Party At Your Door Products.**

MAP pricing for all Party At Your Door products can be found on your current price list. All advertised prices must be at or above MAP for all Party At Your Door products. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.

Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Party At Your Door's MAP policy for all Party At Your Door products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages), and any flyers, posters or coupons.

From time to time, Party At Your Door may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Party At Your Door reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

### **Pricing Statements**

Party At Your Door's MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as "Call for Price" or "Call for Quote."

### **All Party At Your Door Products Price Matching Policies**

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Party At Your Door's MAP Policy. Advertised price must always be at MAP or higher.

### **Failure to Comply with the MAP Policy**

Intentional or repeated failure to abide by this policy will result in termination of dealership. It is Party At Your Door's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

\*\*\* When Party At Your Door issues a new price list, pricing must be updated immediately upon receipt.\*\*\*

## MAP Policy Confirmation Agreement

This Party At Your Door MAP Policy and Confirmation Agreement is made on this date of \_\_\_\_\_, by and between, Party At Your Door and

\_\_\_\_\_.

Party At Your Door places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Party At Your Door products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Party At Your Door products.

Read and Understood:

Authorized Reseller (Company Name)

Company Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Web URL \_\_\_\_\_

Authorized Reseller Representative

Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

If in agreement with this policy, please complete, sign and return the confirmation page via email to: [contact@partyatyourdoor.com](mailto:contact@partyatyourdoor.com).