

THE KEY ARMORY

unlock the hero within

www.TheKeyArmory.com

Naodo LLC
DBA The Key Armory
740 E 3900 S Suite 208
Salt Lake City, Utah 84107
support@thekeyarmory.com

BUSINESS NAME:	
BUSINESS PHONE:	
MAIN CONTACT NAME:	
EMAIL ADDRESS:	
WEBSITE:	
STREET ADDRESS:	
CITY:	
STATE:	
ZIP:	
SALES TAX #:	
EIN/SSN:	

By signing this dealer application, you agree to abide by The Key Armory MAP policy (attached). You also certify that the information provided on this dealer application is accurate and up to date.

Please note that currently, The Key Armory is only allowing retailers with physical locations to become dealers. Online stores are currently prohibited. See the attached policies for more info.

PRINTED NAME:	
AUTHORIZED SIGNATURE:	
TITLE:	
DATE:	

Once this form has been filled out in full, please scan and attach to an email addressed to support@thekeyarmory.com. Signing this form indicated that you have read and agree to the terms listed on the following page. We will be in touch within 1 - 2 business days to finalize the approval process, provide our catalog and instructions on ordering at wholesale pricing.

POLICIES & PRICING

The Key Armory Minimum Advertised Pricing Policy -- Effective May 2017

The Key Armory has adopted this Minimum Advertised Pricing (MAP) policy to ensure its reputation with consumers for high quality products, to support a mutually beneficial cost/price structure with its resellers and to maintain a level playing field for all resellers, regardless of size and purchasing power.

Policy

Currently, The Key Armory allows only physical locations to sale The Key Armory brand products. Resellers can advertise online, but may not sale The Key Armory products online.

This MAP policy applies to all resellers of The Key Armory brand products who are selling to end consumers at physical locations. A reseller's choice to sell any The Key Armory brand products constitutes acceptance of this policy in full, without confirmation, written or verbal, by reseller of their acceptance.

This policy applies to all The Key Armory brand products, including but not limited to keys, official displays, and any accessories to said products on The Key Armory website. This policy applies to list or advertised prices and not the prices at which The Key Armory products are actually sold by resellers.

Resellers may advertise the products at or above the minimum advertised price. **The minimum advertised price for The Key Armory keys is \$11.99.**

The Key Armory reserves the right to change these prices, without written notice to resellers. The Key Armory may, at its sole discretion, periodically run or approve promotions that include special pricing. Such special pricing may be advertised by resellers during the approved promotional period only. All such promotions must be approved in writing by The Key Armory.

The Key Armory also reserves the right to periodically change the terms of this policy. The Key Armory employees, salespeople and distributors are not authorized to modify or grant exceptions to this policy.

Resellers may not offer The Key Armory products as a free item or at a discounted rate in a bundle in order to beat the pricing of a competitor. Other products, however, including third party products, can be bundled with a The Key Armory product, so long as the MAP of The Key Armory product is not altered and if The Key Armory product is the leading product featured in the bundle.

Policy Violations

In the event of any violation of this policy by a reseller, The Key Armory may choose to cease supplying The Key Armory brand products to that reseller and/or its distributors without written notice. Further, a violation of the policy will result in nullification of any promotional support agreements between The Key Armory and the violating reseller.