

Thank you for your interest in becoming an On Point Tactical Gear dealer. On Point is rapidly becoming one of America's premier manufacturers and distributors of tactical nylon, accessories, and specialty gear. As an On Point dealer you become a member of one of the most elite retail families in the military and law enforcement equipment community. On Point dealership status is limited to bona fide military and law enforcement equipment dealers meeting certain standards of service and performance. Our dealership requirements are:

- You must have a business license and maintain a base level of On Point stock.
- You and your sales staff must have a law enforcement or military products background.
- Certain products sold by On Point are of a sensitive nature. We may restrict the sale of certain items to bona fide military and law enforcement professionals. As our dealer, you agree to abide by these restrictions.
- On Point maintains a strict minimum advertised price policy to protect both our dealers and our brand value in the marketplace. By becoming a dealer, you agree to abide by our posted minimum advertised prices policy ("MAP") in your sales and advertising.

On Point has a few basic underlying philosophies in our business model:

- Our gear **MUST** be of an innovative and functional design. If it doesn't work, we won't sell it.
- Our gear must be affordable. We design our gear to be accessible to a junior grade Operator.
- No knock-offs. We work hard on our designs, and truly look down on knock-off manufacturers.
- On Point Tactical Gear is quality gear. We will not sell junk - period.
- We don't back-channel our dealers. If you're working on a contract or an account, we work with you, not against you, in the bid and contract process.

We value our dealers and distributors as business partners, not merely sales outlets. We consider our dealers to be part of the family. We strive to know our dealers, visit your shops, and support your customers. We don't sell directly to consumers when we have a dealer in an area. We don't award dealerships to anybody who can come up with \$500 and a low-grade website. We pride ourselves on being Operator designed and Operator sold. We knowingly don't bid on contracts against our dealers. When you have a customer call us, we work to help you close the deal and move the relationship forward. We're partners, not competitors, in the marketplace.

We look forward to working with you as you become an On Point dealer. Please complete the attached dealer application and we'll get the wheels in motion for you. Should you have any questions, please don't hesitate to contact me.

Mike Silverman, President
On Point Tactical Gear
301-977-7400, Ext. 110
240-243-0999 FAX
mike@onpointtacticalgear.com



On Point Tactical Gear Dealer Application

Store Name: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

Shipping Address: _____

City: _____ State: _____ ZIP: _____

Main Phone: _____ Main Fax: _____

Private Phone: _____ Private Fax: _____

Customer Service Email: _____ (for publication)

Website: _____ Ecommerce? YES NO

Store Management (Not for publication)

President/CEO: _____ Email: _____

Direct Phone: _____ Home/Cellular: _____

Sales Manager: _____ Email: _____

Direct Phone: _____ Home/Cellular: _____

Other Lines Carried: _____

Specialty Area: _____

Describe the military or law enforcement background of your management and sales team:

How many sales people do you have in your store?: _____ On the street?: _____

Do you have a GSA contract? YES NO What is your contract number? _____

If yes, are you planning on selling our gear on GSA? YES NO

What is the primary way you will sell our products? STORE WEB REPS

On Point Tactical Gear operates on a two tier dealer program:

- **Master Dealer**

A Master Dealer must buy in to the On Point product line initially with an order of \$2,500 worth of product at wholesale prices. To maintain Master Dealer status, you must purchase \$7,500 worth of On Point gear per year. Your year begins with your first order, and that order date becomes your anniversary date for performance evaluations. Master Dealers buy On Point gear at 50% off of the published MSRP.

- **Authorized Dealer**

Authorized Dealers of On Point must place an opening order of \$100 and maintain annual sales of \$2,500. Your year begins with your first order, and that order date becomes your anniversary date for performance evaluations. Authorized Dealers buy On Point gear at 35% off of the published MSRP.

In order to move up from the Authorized Dealer level to the Master Dealer level, you must sell \$7,500 worth of product during a single year and make a stocking purchase of \$2,500. If at any time a Master Dealer fails to meet performance standards, they will be downgraded to Authorized Dealer status. Any dealer failing to meet \$2,500 in annual sales will lose their dealer account.

What level are you planning to begin with? MASTER DEALER AUTHORIZED DEALER

Minimum Advertised Price Policy

In order to protect the value of our brand, and to protect your profit margins, On Point Tactical Gear has established a Minimum Advertised Price Policy on our products. As a dealer, you agree to the following terms:

- On Point Tactical Gear products will not be advertised or offered for general public sale at a price that is more than 10% below the MSRP established by On Point Tactical Gear.
- Dealers may have advertised sales on On Point products for no more than 60 days per year, and never for more than 14 consecutive days.
- On Point Tactical Gear may not be sold on internet auction sites.
- Dealers may not circumvent this policy by using online technology that allows web visitors to see a lower price by adding the product to their cart, logging in for a member discount, or any similar means of publicly showing a non-compliant price.

Dealers violating this policy may lose their dealer account with On Point, at On Point's sole discretion.

By signing below, you agree to abide by On Point Tactical Gear's Minimum Advertised Price Policy. You further acknowledge that your pricing and dealer status are performance based. You represent that all information provided in this dealer application is true and correct to the best of your knowledge. You acknowledge that On Point Tactical Gear reserves the right to refuse or decline dealer applications at its sole discretion and is under no obligation to sell to any entity.

Signature

Date

Printed Name

Title