



[WWW.BIGJON.COM](http://WWW.BIGJON.COM)

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Address: 11455 U.S. 31 South, Interlochen, MI 49643

## AUTHORIZED DEALER POLICY

Big Jon Sports' sales policy is to maximize the retail marketing potential for Big Jon Sports Equipment and to achieve the highest degree of customer satisfaction with our products. To further our goal, it is Big Jon Sports' policy to sell our full product line at the best possible price to only select professional fishing and sporting retailers who will loyally and enthusiastically promote the retail sale of Big Jon Sports Equipment in their local marketing areas as designated by Big Jon Sports.

Big Jon Sports appoints dealers whose function is to sell Big Jon Sports Equipment in the retail fishing market at locations approved by Big Jon Sports. We will sell our fishing products only to those dealers who meet our Authorized Dealer Program Standards. The following requirements are as follows:

1. Must have a re-sale tax certificate/license, and it must be current and available on demand with supplier.
2. Must have a current business license, as required, and be available on demand to supplier,
3. Must have signage on operations building, or in consistent with local ordinances.
4. Must have posted regular business hours.
5. Must be listed on some sort of advertising mechanism (Yellow Pages/GoogleMyBusiness/etc.).
6. Must be conducting a legal business according to local zoning laws.

Big Jon Sports Authorized Dealers are selected by Big Jon Sports Management in a selected geographic area where sales will be consummated by both parties at the retail place of business. Only dealers who purchase products directly from Big Jon Sports, have a Pro Shop service environment and who sell directly to the consumer, and do not resell or distribute Big Jon Sports products to any other dealer – will be maintained as a BIG JON SPORTS AUTHORIZED DEALER.

Big Jon Sports reserves the right to discontinue further shipments to any retail dealership that wholesales or distributes product to a reseller, or in any way transships our products to any unauthorized location other than to the end user that has resulted from a direct sale at their retail locations. This is because Big Jon Sports Equipment requires personalized sales assistance including significant promotional efforts, support and service to maintain and increase customer demand. This requires that our dealers maintain an appropriate profit margin in order to maximize the sale of Big Jon Sports products.

Big Jon Sports Authorized Dealers are encouraged to advertise and promote Big Jon Sports along with their retail store.

Big Jon Sports Authorized Dealers must adhere to our dealer sales policy. Our policy has been adopted by us unilaterally. That is, Big Jon Sports does not ask dealers to agree or disagree to this policy. Pursuant to Big Jon Sports' general distribution policy, we reserve the right to immediately terminate any dealer who ignores Big Jon Sports' dealer sales policy.