

Introduction

In order to facilitate the proper representation of Vance Leathers Inc., we are supplying our valued dealers the following **Minimum Advertised Price Policy**. This policy is in place with respect to the advertising of Vance Leathers Inc. Trademarks, Names, Brands, Logos, Marks or copyrighted materials in catalogs and publications of any kind including but not limited to print, electronic, video or audio products. Our policy in no way implies any attempt to control the dealer's price of the aforementioned products. It is simply a policy of dealer retail advertising meant to protect the image, goodwill and market value of our brands and trademarks.

Minimum Advertised Price

A current list of Vance Leathers Inc. MAP Prices is attached to this policy.

Advertising Guidelines

1. All Vance Leathers Inc. and trademarked products are covered by this policy.
2. Brands, Marks, Trademarks, Names and Logos affected by this policy shall not be advertised in any retail media print, video, electronic, or otherwise, at prices below Vance Leathers Inc. MAP. This includes but not limited to flyers, coupons, mailers, brochures, inserts, newspapers, magazines, catalogs, television, radio, and public signage, other than signage posted within Dealers' physical (brick-and-mortar) retail store location(s) that are not distributed to customers, as well as internet sites, social media sites, apps or any other electronic media.
3. Co-branded products must follow the Vance Leathers Inc. MAP policy.
4. The price policy is in effect only as it relates to current Vance Leathers Inc. products (inclusive of but not limited to all previously stated divisions). Products we promote as non-current or closeouts or otherwise specifically exclude are not affected by this price policy. However, any additional discounting of non-current products must indicate the product is non-current or a closeout product in such advertisement.
5. Minimum stated bids on eBay listings are required and must comply with the Vance Leathers Inc. MAP Policy.
6. Any and all online seller names/seller ID's and aliases **MUST** be on file with your Vance Leathers Inc. dealer account.

7. Advertising the covered products in a way that offers or implies a price below Vance Leathers Inc. MAP is a violation of the advertising policy. Such as, but not limited to “Make Offer”, “Store Cash”, “Rebates”, “Cash Back”, “Instant Cash” Rewards must clearly state and can only be used on future purchases.
8. Website features such as “click for price”, automated “bounce-back” pricing e-mails, preformatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the Dealer (rather than by the customer) and thereby constitute “advertising” under this MAP Policy.
9. Advertising packages, which contain covered and non-covered items should not result in deeply discounted non-covered items, which in effect discount covered brands beyond Vance Leathers Inc. MAP.
10. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price” or “email for price”, or to use similar language, specifically with respect to Vance Leathers Inc. Products, so long as no price is listed.

Violation of MAP Policy

If Vance Leathers Inc. verifies that a Dealer is advertising Vance Leathers Inc. Products below the MAP or is otherwise violating this policy, Vance Leathers Inc. will impose the following penalties:

First Violation: Dealer will receive a written and/or verbal warning. Internet advertising will be given 24 hours to make the proper corrective changes. If the violation is not corrected within 24 hours, this becomes the second violation.

Second Violation: Dealer will lose the right to purchase any and all Vance Leathers Inc. products for a period of no less than 1 month. Reinstatement will be determined at the discretion of Vance Leathers Inc.

Third Violation: Dealer will lose the right to purchase any and all Vance Leathers Inc. products for a period of no less than 6 months with reinstatement at the discretion of Vance Leathers Inc.

Amendments

Vance Leathers Inc. reserves the right to amend this policy and/or its minimum advertised prices on an ongoing basis, as it deems necessary upon written notice to Dealers.

All question regarding the policy should be directed to Vance Leathers Inc. via email at:

info@vance-leather.com tahir@vance-leather.com

Sincerely,

Vance Leathers Inc.

By Signing below, the reseller acknowledges that he or she has read and agrees to the terms of this policy.

Company Name: _____

Email Address: _____

Printed Name: _____

Title: _____

Signature: _____

SKU		MAP Price
Men's Leather Jackets		
HMM504		\$129.95
HMM517DB		\$179.95
HMM517DG		\$189.95
HMM517L		\$159.95
HMM521VB		\$219.95
HMM525		\$129.95
HMM525Be		\$129.95
HMM532		\$169.95
HMM537		\$149.95
HMM538		\$139.95
HMM542DB		\$189.95
HMM542DG		\$179.95
HMM543		\$159.95
HMM544		\$134.95
VL509		\$159.95
VL511		\$149.95
VL513		\$159.95
VL512		\$149.95
VL515S		\$99.95
VL515TG		\$129.95
VL516		\$99.95
VL517		\$149.95
VL531		\$149.95
VL535		\$179.95
VL550B		\$179.95
VL550Br		\$179.95
VL550CBr		\$179.95
VL551B		\$169.95
VL551CBr		\$169.95
Men's Textile Jackets		
HMM1504	All Colors	\$89.95
HMM1514B		\$159.95
HMM1514Br		\$159.95
HMM1535		\$129.95
VL1622B		\$89.95
VL1623HG		\$69.95
VL1624B		\$89.95

VL1625HG		\$69.95
VL1626		\$89.95
VL1627		\$89.95
Men's Leather Vests		
HMM908		\$99.95
HMM914DB		\$109.95
HMM914DG		\$109.95
HMM914HDB		\$109.95
HMM914HDG		\$109.95
HMM914P		\$134.95
HMM915DB		\$109.95
HMM915DG		\$109.95
HMM915VB		\$109.95
HMM919		\$108.95
HMM919BP		\$109.95
HMM919R		\$109.95
HMM924R		\$134.95
HMM929		\$134.95
HMM931		\$109.95
VL901		\$59.95
VL901S		\$39.95
VL902		\$59.95
VL902S		\$39.95
VL904		\$89.95
VL905		\$89.95
VL906		\$85.95
VL907		\$85.95
VL912S		\$79.95
VL914		\$79.95
VL914H		\$99.95
VL914S		\$59.95
VL915		\$79.95
VL915S		\$44.95
VL917		\$85.95
VL919		\$88.95
VL919BP		\$89.95
VL919GS		\$88.95
VL921		\$69.95
VL921S		\$44.95
VL922S		\$44.95

VL926		\$99.95
VL930		\$99.95
VL935		\$89.95
VL939S		\$79.95
VL940		\$69.95
Men's Denim/Textile Vests		
VB912BK		\$89.95
VB913BK		\$89.95
VB914BK		\$59.95
VB914BL		\$59.95
VB914L		\$79.95
VB917BK		\$49.95
VB917BL		\$49.95
VB919BK		\$49.95
VB919BL		\$49.95
VB919L		\$79.95
Ladies' Leather Jackets		
HML621VB		\$209.95
HML638B		\$149.95
HML638DG		\$179.95
HML703T		\$149.95
HML704B		\$149.95
VL616		\$129.95
VL615		\$129.95
VL618		\$139.95
VL631		\$139.95
VL650		\$149.95
Ladies' Textile Jackets		
VL1673B		\$79.95
VL1674P		\$79.95
Ladies' Leather Vests		
HML1029DB		\$99.95
HML1031DB		\$89.95
HML1037B		\$99.95
HML1037DB		\$109.95
HML1037DG		\$109.95
HML1037VB		\$109.95

HML1038B		\$99.95
HML1038DG		\$109.95
HML1040		\$89.95
HML1041		\$79.95
HML1042		\$79.95
HML1043		\$89.95
HML1103T		\$104.95
HML1104B		\$104.95
VL1028		\$89.95
VL1029		\$89.95
VL1029P		\$89.95
VL1030		\$89.95
VL1040		\$69.95
VL1042		
VL1047		\$59.95
VL1047S		\$49.95
VL1048S		\$49.95
VL1049		\$79.95
VL1050		\$79.95
VL1051		\$89.95
Ladies' Denim Vests		
VB1042BK		\$49.95
VB1045BL		\$49.95
Chaps / Riding Pants		
HM811DB		\$129.95
HM814DG		\$139.95
HM814VB		\$139.95
HML838B		\$139.95
HML838DG		\$139.95
VL801S		\$59.95
VL802S		\$89.95
VL802TG		\$119.95
VL803S		\$84.95
VL804		\$79.95
VL804S		\$89.95
VL805S		\$89.95
VL806S		\$79.95
VL811S		\$89.95
VL811TG		\$119.95

VL812		\$99.95
VL812S		\$59.95
VL813		\$99.95
VL2821		\$79.95
Luggage		
VS325		\$119.95
VS326		\$129.95
VS347		\$129.95
VS348		\$149.95
VS1355		\$109.95
Gloves		
VL410		\$49.95
VL412Br		\$32.95
VL412		\$24.95
VL432		\$27.95
VL434		\$19.95
VL440		\$14.95
VL467		\$24.95
VL474		\$19.95
VL475		\$24.95
VL475SK		\$24.95
VL477		\$19.95
VL480Br		\$34.95