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Authorized Dealer Application Form

(You may fill out this form online at <http://www.icrealtime.com/dealership/dealerapplication.asp>)

Who did you talk to at IC Realtime, LLC: _____
How did you hear about us: _____
Primary Business CCTV or AV? : _____

Company Contact Information

Company Name: _____
Address: _____
City: _____
State/Zip: _____
Country: _____

Contact Person: _____
Phone: _____
Alternate Phone: _____
Fax: _____
Email: _____
Alternate Email: _____

Company Profile

Web Site: _____
of Employees: _____
Years in Business: _____
Targeted Market: _____

Sales Tax: Taxable Nontaxable (Circle one)
(For Nontaxable businesses in Florida/Arizona, please fax your current tax exempt form)

Preferred Shipping: UPS FEDEX USPS Others (Circle one)

Signature: _____
Date: _____

Please fax the completed form to: 1-866-860-3860



Your Security is Our Business



Minimum Advertised Pricing Policy/Agreement

IC REALTIME LLC, actively supports the advertising and promotion of its products by its domestic dealers and sales representatives through materials provided by IC REALTIME LLC at no or nominal cost. Effective January 1, 2009, a **NEW** Minimum Advertised Price (MAP) on all IC REALTIME LLC products will be in effect. This policy applies only to U.S. and Canadian dealers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

1. The MAP for all IC REALTIME LLC products shall be no less than the published list (MSRP) price provided in the IC Realtime Dealer Pricing list. MAP pricing is established by IC REALTIME LLC and may be adjusted by IC REALTIME LLC at its sole discretion.
2. The MAP policy applies to all advertisements of IC REALTIME LLC products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. This MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. The inclusion in advertising of free or discounted products (whether made by IC REALTIME LLC or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. IC REALTIME LLC dealers and sales representatives remain free to sell these products at any prices they choose.
6. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer IC REALTIME LLC products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
7. IC REALTIME LLC's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
8. Dealer agrees to hold all trademarks of IC Realtime LLC as the property of IC Realtime LLC and use advertising materials provided by IC Realtime LLC in an authorized manner only. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. IC REALTIME LLC does not intend to do business with dealers or sales representatives who degrade the image of IC REALTIME LLC and its products. IC REALTIME LLC will not provide prior notice or issue warnings before taking any action under this policy.

Minimum Advertised Pricing Policy/Agreement

This MAP policy has been established by IC REALTIME LLC to help ensure the legacy of IC REALTIME LLC as a top producer of high performance, high quality, surveillance products and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for IC REALTIME LLC customers.

Authorized Signature: _____ Date: _____