



Fowl Play Products LLC
4775 E Deer Park Rd Columbia, MO
65201
USA EIN # 46-1733352

Resellers Agreement and Policy Packet

Fowl Play Products LLC - The Chicken Swing
This packet includes the following documents:

- **Minimum Advertised Pricing Policy** (2015-2018 MSRP \$29.99)
- **Online Third Party Sales Policy** (Restricted sales on-line sites like Amazon)
- **Trademark and Brand Compliance Policy** (please honor our branding)
- **Compliance Agreement Confirmation** (read, fill sign return- page 6)
- **Sales Sheet for The Chicken Swing-** (informational printable flier)

Instructions for completing this reseller agreement

1. **Please read over document**
2. **Copy Reseller Agreement Policy Confirmation page (page 6)**
3. **Fill,sign and return a signed copy of (page 6) to your sales representative**

-Thank you for your partnership

The polices set up and out lined in this document Resellers Agreement Policy by Fowl Play Products LLC (further described as FPP in this document) is designed to protect our partnered retailers and distributors , to control our international territory sales contracts, as well as to protect our brand. Listings found not abiding by FPP resellers agreement, retailers agreed sales channels or outside of sales territory will result in terminating future sales or shipments from Fowl Play Products LLC and its distributors. It is FPP's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

Sales representatives and distributors of FPP products will supply a copy of the FPP MAP, ONLINE SALES & BRANDING policy to any new or existing reseller to be filled out, acknowledged and returned to FPP or it's Distributor. This form shall be signed and returned to FPP or The distributor and in doing so, will bind the reseller to abide by the MAP and Reseller requirements spelled out in this document.



Minimum Advertised Pricing Policy

Effective May 15, 2016, a Minimum Advertised Price (MAP) on all Fowl Play Products (FPP) products will be in effect. International accounts must reflect pricing as translated into their local currency.

Fowl Play Products (**FPP**) has been building a brand of strong recognition and a high perceived value since 2012. By not adhering to the established Minimum Advertised Price (MAP), a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Fowl Play Products brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Fowl Play Products, or any of its distributors, agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

The Minimum Advertised Price for any **FPP** product shall not be less than the current Manufacturer's Suggested Retail Price (MSRP) as published on the FPP price sheet. MAP pricing is established by FPP and may be adjusted by FPP at its sole discretion.

The MAP, as established by Fowl Play Products, for all FPP products will never exceed the MSRP provided on the Fowl Play Products Price Sheet.

The MAP policy applies to all advertisements of **FPP** products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.

The MAP policy is not applicable to: 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store. 2) Any email newsletters sent to your customer database.

The inclusion in advertising of free or discounted products (whether made by FPP 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.

If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

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. FPP dealers and sales representatives remain free to sell these products at any price they choose.

MAP does not establish maximum advertised prices. All dealers and sales representatives may offer FPP products at any price in excess of the MAP. FPP'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.

E-Bay and Other Auction Web Sites Policy: "Buy it Now" options must be listed at a price equal to MAP or greater. For auctions, the reserve and/or opening bids must start at MAP without a "Buy it Now" option. **Best Offer Auctions are not allowed.**

Negotiated Contracts: From time to time it may be explicitly approved by Fowl Play Products in writing to sell certain FPP products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Fowl Play Products, LLC.

FPP may run a sale from time to time, and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. FPP will send out a notice in advance with details of the special.

FPP Promo items may be advertised as free, provided there an obligation to the customer to enter a contest and there is no obligation to buy a product.

Intentional or repeated failure to abide by the Third Party Online Sales Channel Policy will result in a discontinued sales relationship between Fowl Play Products and the reseller. It is FPP's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.



Amazon and Third Party Online Sales Channels Policy

Fowl Play Products holds exclusive rights to sales on Amazon sales platforms and all major third party Online sales platforms . Sales or distribution to retailers with the intent of listing our products on third party on-line sales channels is forbidden and considered a breach of contract unless approved by Fowl Play Products LLC. If you would like list our products on an Online sales channels other than your stores on-line shop or catalog please contact FOWL PLAY PRODUCTS LLC for approval.

This policy is designed to protect our partnered Online and Brick and Mortar retailers, to control our international territory sales contracts, as well as to protect our brand. Listings found outside retailers agreed sales channels or territory will result in terminating future sales or shipments from Fowl Play Products LLC and it's distributors.

Intentional or repeated failure to abide by the Third Party Online Sales Channel Policy will result in a discontinued sales relationship between Fowl Play Products and the reseller. It is FPP's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.



Trademark and Brand Compliance Policy

Dealer agrees to hold all trademarks and copyrights of Fowl Play Products as the property of Fowl Play Products and use advertising materials provided by Fowl Play Products in an authorized manner only.

Brand Compliance: Listings of any and all FPP products, even if purchased from a distributor, must have the brand name listed as **Fowl Play Products**.

Product Listing Specifications: Listings of any and all FPP product specifications must be in strict accordance with FPP company policy. Please see chart below for proper product listing specs. Additional information can be found on the FPP price sheet.

Product Name	Brand	UPC	SKU	Unit Weight
The Chicken Swing	Fowl Play Products	858432004000	13100	1.05 LB

Photo-shopping Policy: All photographs used to advertise or list any and all FPP products must be approved by Fowl Play Products. It is NOT in accordance with Fowl Play Products policy to remove the FPP logo from photographs/ads that show a FPP product. Photo Shopping product photos to remove or cover up Branding is considered a failure to comply with our Trademark and Brand Compliance Policy.

Intentional or repeated failure to abide by the Trademark and Brand Compliance Policy will result in a discontinued sales relationship between Fowl Play Products and the reseller. FPP does not intend to do business with dealers or sales representatives who degrade the image of FPP and its products. It is FPP's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.



Reseller Agreement Policy Agreement Confirmation

This Reseller Agreement Policy has been established by Fowl Play Products LLC (further referred to as FPP) to help ensure the legacy of FPP as a top producer of Products for Poultry, and to protect the reputation of its name and products and its distributors. The MAP, ONLINE SALES, and BRANDING policies are designed to ensure dealers and sales representatives have the incentive to invest resources into services for FPP customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Return a copy to FPP sales representative or distributor. Please retain a copy of the Minimum Advertised Pricing Policy, Third Party Sales Policy and Trademark and Brand Compliance Policy for your files. Intentional or repeated failure to abide by the Trademark and Brand Compliance Policy will result in a discontinued sales relationship between FPP and the reseller. FPP does not intend to do business with dealers or sales representatives who degrade the image of FPP and its products. It is FPP's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

Agreed to by: _____ Title: _____

Principal Signature: _____ Date signed: _____

Company Name: _____

Please list Any and all other names by which this company operates (including names used on Ebay, Amazon, etc):

Company Address: _____

Contact Person: _____ Phone: _____

Email: _____

Website URL: _____

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info@fowlplayproducts.com  www.FowlPlayProducts.com  Call: 877-572-0899

Fowl Play Products ® 4775 E Deer Park Rd, Columbia, MO 65201 US

MSRP:
\$29.99

Swing Up to Higher Sales

In your Poultry Department



* MAP policy in place to protect your investment

- Backyard Coopers want to know they are Giving their flock the best of care.
- Experts agree providing activities reduce Stress in fowl.
- With over 6.5 million small flocks in the U.S. Sales opportunities are growing.
- The Chicken Swing makes Chicken Keeping Fun! It is popular gift item too.
- Customers with "Pet" Chickens spend more Money annually on their flocks



U.S. Patent Pending Copyright protected Sales Territory open in USA only

Customer Reviews

"Like it enough that I'm considering getting another for outside the coop. Nicely packaged. Well made. Easy to follow instructions. Awesome fun in the coop!" - Josie WA

"The chickens love them (I purchased a second one.) The neighbors come over just to watch the chickens swing and workout on all the stuff in the run that keeps them entertained." - Amazon Customer ★★★★★

"I saw this a while ago, and thought, I can make one of those. I did and the birds never touched it. I bought this when I got my latest group of chicks and put in their brooder from the start. They loved it then and now its in the main run where they swing away on it constantly. It's pretty fun to watch and gives them some enjoyment too." - Seymour ★★★★★



Hang Tag



The World's #1 Chicken Toy!



National Ad Campaign

Magazine Ads, Reviews, Articles, TV Poultry Shows, Blogs and Radio Shows



Product Details

Product Title: **The Chicken Swing** Brand: **Fowl Play Products** MSRP: **\$29.99**

The Chicken Swing by: FowlPlayProducts	Product UPC	Case UPC	Unit/Case	Unit Weight	Product/Packaging (LxWxH) Inches	Case Box Weight (Lbs.)	Case Box (LxWxH) Inches
SKU: 13100	858432004000	10858432004007	12	1.05	20x7x1.6 / 18x7x2	16	21x20x7