



**CHLOE**  
and COTTON

**NEW WHOLESALE ACCOUNT - APPLICATION FORM**

Email to sales@chloeandcotton.com

**Minimum initial order \$250**

Date:

BUSINESS CONTACT INFORMATION	
First name:	Last name:
Company / Store name:	Title:
Legal name:	
Street Address:	
City:	State:
Zip code:	Country:
Phone:	Fax:
Primary e-mail:	Website:
Secondary e-mail:	
Resale # / Tax ID (please attach copy of the Resale Certificate):	
<b>Primary Type of Business:</b>	
<input type="checkbox"/> Home Accessories / Décor	<input type="checkbox"/> Furniture Store
<input type="checkbox"/> Gift Store	<input type="checkbox"/> E-Commerce Sales
<input type="checkbox"/> Other (please describe)	
Number of store locations (if applicable):	Please list brands that you sell:
Number of years in business:	1
What is your best selling category?	2
How did you hear about Chloe and Cotton?	3

Chloe and Cotton is focused on maintaining profit margins for our reseller network. In recognition of the investment in time and resources required for our high-quality resellers to provide the level of customer service expected from our customers, Chloe and Cotton is committed to enforcing policies which allow our resellers to maintain profit margins through the sale of our products. Chloe and Cotton has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Chloe and Cotton's products. By signing below, Chloe and Cotton Authorized Resellers agree to the terms and conditions of the MAP Policy.

MAP pricing for all Chloe and Cotton products can be found on our current price list. All advertised prices must be at or above MAP for all Chloe and Cotton products. Resellers are also responsible for ensuring their Chloe and Cotton pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent price list. Chloe and Cotton's MAP policy for all Chloe and Cotton products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

**At the sole discretion of Chloe and Cotton, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all Chloe and Cotton products both direct as well as through distribution.**

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Chloe and Cotton (DBA) - Event It LLC  
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