



USA Dealer Requirements

January 1, 2016

Unique Kay Vintage Reissue Electric Guitars

FOB: Irvine, CA

Requirements of a Kay Vintage Reissue Dealer 2016

1-No Internet Only Sales-Dealer must have a store front location that is open to public for resale

All new Kay Vintage Reissue Dealers must have a store or open to the public in a location where the instruments must be displayed and available to play for qualified customers. Web site only retailers will not qualify to become a Kay Vintage Reissue authorized dealer. Dealers who have both web sites and a retail location open to the public for resale are acceptable.

2-Minimum purchase required opening order-3 Levels of Authorized Dealers Available

- 1) Gold KVR Authorized Dealer minimum required opening order is 11 instruments, preferred at least 1 color of each model.
- 2) KVR Authorized Dealer minimum required opening order is 6 instruments, at least 1 of each model.
- 3) KVR Dealer Minimum 3 instruments-pick 1 each of any 4 models any color.

See purchase requirements, pricing and qualifications below for Kay Vintage Reissue Dealers (KVR)

3-Must adhere to established MAP pricing (Manufacturer's Advertised Price)

An established minimum selling price guideline must followed, failure to do so may result in forfeiture of KVR Dealership. All KVR Dealers are required to sign a KVR Dealer Agreement and provide references.

4-Must support the complete vintage line of available models

KVR Dealers are required to stock and display a reasonable representation of the available models of the Kay Vintage Reissue line including colors and finishes. As new releases are issued established KVR Dealers will be required to support by purchasing a minimum of each model. Annual requirements may also be established to maintain your position as an authorized dealer.

5-Must have a current retail music sales license and company references

A valid state sales license in the music business, credit and banking references are required (even with credit card purchases).

6-Cross Selling, Gray Market Sales, sales outside of the USA are not permitted

Kay Vintage Reissue instruments are sold for resale to the general public and redistribution to non authorized dealers or outside the USA will be a breach of our agreement and may result in forfeiture of being a Kay Vintage Reissue Dealer.

All Kay Vintage Reissue Dealers are required to complete a Dealer Application and Dealer Agreement.

We reserve the right to limit distribution in certain cities, territories, regions, counties and states.

Gold Kay Vintage Reissue Authorized Dealer Opening Order

Opening Order Minimum 15 Instruments- Benefits: Free Cases, Protected Territory, First to Ship Limited and New Models

- (4) Model K161V -Thin Twin Electric Guitars (minimum 4 colors-Blonde, Black, Cherry Sunburst) Free Cases
- (4) Model K162V -Electronic Pro Bass Guitars (minimum 4 colors-Blonde, Black, Honey Sunburst) Free Cases
- (4) Model K775V -Jazz II Electric Guitars (minimum 4 colors-Blonde, Black, Ice Tea) Free Cases
- (3) Model K5970V-Jazz Special Electric Bass Guitars (minimum 3 colors-Blonde, Black) Free Cases

Kay Vintage Reissue Authorized Dealer Opening Order

Opening Order Minimum 6 Instruments- Benefits: Protected Local Territory, Authorized Dealer Web Listing (Cases Extra)

- (2) Model K161V -Thin Twin Electric Guitars (choice of 3 colors-Blonde, Black, Cherry Sunburst)
- (1) Model K162V -Electronic Pro Bass Guitars (choice of 3 colors-Blonde, Black, Honey Sunburst)
- (2) Model K775V -Jazz II Electric Guitars (choice of 3 colors-Blonde, Black, Ice Tea)
- (1) Model K5970V-Jazz Special Electric Bass Guitars (choice of 2 colors-Blonde, Black)

Kay Vintage Reissue Basic "Sampler" Opening Order

Opening Order Minimum 3 Instruments- Non Exclusive Territory Protection (Cases Extra)

Buy 1 each of any 4 Models and any Colors: K161V-Thin Twin, K162V-Pro Bass, K775V-Jazz II, K5970V Jazz Special Bass

Please Note: For the protection of our Dealers -Confidential Dealer Cost is provided to established Music Dealers only!