



NEW ACCOUNT PACKAGE

Before submitting new account package, please fill out the following information complete, signed and dated.

- Profile
- Credit Application & Information
- Multiple Store Location Sheet
- Conditions for Online / Internet
- Policies for Online Affiliates
- Policies and Procedures Form
- Pictures of Account (Store Front, 4 Interior Shots)

RVCA CORP.

919 Sunset Dr. Costa Mesa, CA. 92627
Phone (949) 548-6223 Fax (949) 548-7722

RVCA NEW ACCOUNT PROFILE
Store Owner / Manager Section, Please Complete

Date: _____	Sales Rep: _____
Legal Name: _____	D.B.A. (If Any): _____
Owner: _____	Buyer: _____
Owner: _____	Buyer: _____
E-Mail: _____	E-Mail: _____
Bill To Address: _____ _____	Ship To Address: _____ _____
Phone: () - _____	Fax: () - _____

1. What type of store is it? Surf Shop Skate Shop Snow Shop Boutique (Circle One)
2. How long have you been in business? _____
3. Is your store located in a mall? Yes No (Circle One) If yes, name of Mall: _____
4. Number of locations? _____ (If multiple, the attached multiple store location sheet must be completed.)
5. Number of stores RVCA will be represented initially? _____
6. Are you prepared to carry RVCA four seasons a year? Yes No (Circle One)
7. Are you prepared to carry at least four categories of RVCA every season?
(I.e. tees, walk shorts, board shorts, pants, access. etc.)
8. Do you carry juniors in your store? Yes No (Circle One)
9. List five other apparel lines you currently carry: _____
10. Why do you think RVCA will sell in your store? _____
11. Estimated Yearly Sales: _____
12. Do you have a Web Site? Yes No (Circle One)
13. Name of Web Site: www. _____
(All online accounts must be approved in advance by RVCA to put merchandise on the web site.)
14. Have you read and understood the RVCA trade policies attached? Yes No (Circle One)
15. Labels Requested
____ RVCA Men's ____ RVCA Women's

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE & TITLE
Sales Representative Account Approval Section, Please Complete

1. Have you visited the store? Yes No (Circle One) Do you have pictures of the store? Yes No (Circle One)
2. Who is the closest RVCA retailer to this store? _____
3. How close is this new account to your RVCA retailer? _____
4. Will you show this account the line every season? _____
5. If no to the above question, why? _____

SALES REP APPROVAL: SIGNATURE / DATE _____

SALES MANAGER APPROVAL: SIGNATURE / DATE _____

NEW ACCOUNT MULTIPLE STORE & SHIP TO LOCATION SHEET

Please list all additional store locations that will be carrying RVCA product.

This does not include your "bill to" location or attach a store list with locations selling RVCA clearly.

STORE # _____

NAME: _____

ADDRESS: _____

PHONE: _____ () - _____ FAX: _____ () - _____

CONTACT PERSON:

SHIP TO LOCATION? YES _____ NO _____

ADD TO WEBSITE? YES _____ NO _____

HAVE YOU VISITED THIS LOCATION? YES _____ NO _____

DO YOU HAVE PICTURES OF THIS LOCATION? YES _____ NO _____

WHO IS THE CLOSEST RETAILER AND DISTANCE AWAY? _____

STORE # _____

NAME: _____

ADDRESS: _____

PHONE: _____ () - _____ FAX: _____ () - _____

CONTACT PERSON:

SHIP TO LOCATION? YES _____ NO _____

ADD TO WEBSITE? YES _____ NO _____

HAVE YOU VISITED THIS LOCATION? YES _____ NO _____

DO YOU HAVE PICTURES OF THIS LOCATION? YES _____ NO _____

WHO IS THE CLOSEST RETAILER AND DISTANCE AWAY? _____

STORE # _____

NAME: _____

ADDRESS: _____

PHONE: _____ () - _____ FAX: _____ () - _____

CONTACT PERSON:

SHIP TO LOCATION? YES _____ NO _____

ADD TO WEBSITE? YES _____ NO _____

HAVE YOU VISITED THIS LOCATION? YES _____ NO _____

DO YOU HAVE PICTURES OF THIS LOCATION? YES _____ NO _____

WHO IS THE CLOSEST RETAILER AND DISTANCE AWAY? _____

SALES REPS APPROVAL: SIGNATURE & DATE

SALES MANAGER APPROVAL: SIGNATURE & DATE

RVCA CORP.

919 Sunset Dr. Costa Mesa, CA. 92627
Phone (949) 548-6223 Fax (949) 548-7722



RVCA New Account Credit Application and Information

Name of Business:		Name of Business:	
Legal Name: (If Different)		Legal Name: (If Different)	
Address:		Address:	
City:		City:	
State:	Zip:	State:	Zip:

Description of Business

No. Emp:	Product Lines Sold (Skateboards, Snowboards, Clothing, ect.)	Date Business Started:
Business Structure: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship	Tax ID# / Resale#	Business / Operations License#

Company Principals Responsible Business Transactions

Name:	Title:	Address:	Phone: () -
Name:	Title:	Address:	Phone: () -
Name:	Title:	Address:	Phone: () -

Bank References

Name of Bank:	Name of Contact:
Branch Location:	Address:
Account Numbers:	Telephone Numbers: () -

Industry / Trade References (Manufactures & Distributors)

Firm Name / Address:	Contact Name:	Telephone Number:	Acct. Opened:	Terms:
		() -		
		() -		
		() -		

CONFIRMATION OF INFORMATION ACCURACY AND RELEASE OF AUTHORITY TO VERIFY

I hereby certify that the information in this credit application is correct. The information included in this credit application is for use by RVCA Clothing in determining the amount and conditions of credit to be extended. I understand that RVCA Clothing may also utilize the other sources of credit which it considers necessary in making this determination. I also acknowledge my personal responsibility for all debts owed to RVCA Clothing. Further, I hereby authorize the bank and trade references listed in this credit application to release the information necessary to assist RVCA Clothing in establishing a line of credit.

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE & TITLE

INITIAL ORDER FROM NEW ACCOUNTS WILL NOT BE PROCESSED UNLESS ACCOMPANIED BY THE ABOVE REQUESTED INFORMATION. ALL NEW ACCOUNTS WILL BE SHIPPED C.O.D. CASH ONLY UNTIL THIS APPLICATION HAS BEEN PROCESSED, AND APPROVED BY RVCA CLOTHING.
--



POLICY REGARDING THE INTERNET FOR ONLINE RETAILERS

Dear RVCA Retailer,

With the ever-increasing interest from our retail partners for marketing and e-commerce on the Internet RVCA has developed a "internet and e-commerce policies and procedures" forms for all interested retailers. We appreciate your interest of the RVCA brand and the consideration of involving RVCA in your own marketing and/or e-commerce sales.

RVCA requires any potential or current RVCA account interested in selling or marketing of RVCA Product over the internet or any other electronic commerce medium to first submit a written request to be reviewed and considered. RVCA places a high value on the image and branding of RVCA and is very protective of the portrayal of the brand in the market place. For this reason we are cautious and adhere to strict guidelines regarding the placement of RVCA product, logos and other trademarks, how they are displayed, with what other brands they are surrounded by or in proximity to or are being sold within the marketplace, and the use of brand and product. RVCA will only allow a select number of Online Retailers who meet RVCA's standards to sell RVCA product online.

We thank you for your interest in using RVCA for your Internet Marketing and/or e-commerce. We look forward to reviewing your request.

RVCA CORP.

919 Sunset Dr. Costa Mesa, CA. 92627
Phone (949) 548-6223 Fax (949) 548-7722



INTERNET AND E-COMMERCE POLICIES & PROCEDURES FOR ONLINE RETAILERS

1. All RVCA retailer requests for Internet and E-Commerce sales and marketing of any RVCA products or using any of RVCA's trademarks, trade names, logos or other intellectual property ("E-Commerce") must be submitted in writing to RVCA's online salesperson. This applies to all RVCA brands, including but not limited to RVCA, and all other divisions and labels of RVCA Corp.
2. RVCA requires general access to all sales information related to the sale of RVCA products by retailer, including in store and online. Such information must include style no., date of sale, size, color, item price and method of payment.
3. A monthly sales report of all E-Commerce transactions is required by RVCA from all retailers approved to sell RVCA on line. Such report must include the information listed in item 2.
4. RVCA reserves the right to review, approve, and monitor all Online Retailer sales and marketing websites to insure that all approved RVCA online retailers are complying with the standards that RVCA has established on image and the marketing and distribution strategies of the RVCA brands.
5. Not all RVCA retailers will be approved for E-Commerce. Each request from a retailer will be reviewed independently. RVCA has sole discretion whether to approve any retailer for E-commerce.
6. RVCA prohibits the use of E-commerce by its retailers for clearing old (more than two seasons prior to the current season) or excess inventory.
7. RVCA reserves the right to approve of or to disapprove of all or any RVCA products or styles for E-commerce.
8. RVCA reserves the right to withdraw any of its brands or products from E-commerce at any time, without notice.
9. RVCA requires its E-Commerce retailers to make full disclosure to RVCA of all brands offered for sale through Ecommerce as well as all brands available within the existing account. In addition, we require full disclosure of brands not allowed or available through their E-commerce websites.
10. Upon approval as authorized RVCA Online Retailer, RVCA will assist the account with the visual use of logos, marketing tools and images.
11. All approved RVCA Online Retailers must establish a link to the RVCA website at www.rvcaclothing.com, subject to prior approval by RVCA. All requests should be submitted in writing to RVCA for approval. Any use of the RVCA website must be for a legitimate business purpose. No viruses, advertisements, cookies, spam, spyware, tracking software or software designed or intended in any manner to interfere with, destroy or affect the functionality of the RVCA website or any computer or network connected thereto may be uploaded, installed or transmitted to RVCA's website.
12. RVCA requires that all approved RVCA Online Retailers must comply with all applicable laws and regulations regarding electronic commerce and electronic data transmission, including but not limited to those regarding intellectual property, consumer private information and access by children.
13. All sales of RVCA products shall be in accordance with RVCA's standard terms and conditions, as set forth in RVCA's sales order form, as the same may be changed from time to time.
14. RVCA reserves the right to terminate the authorization of any retailer to sell or market any RVCA products or to use any RVCA logo or other trademark at any time and to discontinue offering products for sale online through retailers.
THESE POLICIES ARE SUBJECT TO CHANGE AT ANY TIME, WITHOUT NOTICE.
Thank you in advance for your understanding, cooperation and support of the RVCA brand. Please contact your sales representative or RVCA Online Sales, at (949) 548-6223 EXT 102, if you should require any additional information from RVCA.

All applications for approval as a RVCA authorized online retailer must be signed by an owner/principal of company.

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE, & TITLE

ACCOUNT NAME & RVCA ACCOUNT #

URL



ONLINE AFFILIATE RETAILER POLICIES

Qualifications and criteria for online retailer affiliates:

1. All potential and current online retailers must be an active RVCA account for the previous three years or longer.
2. All potential and current online retailers must be in an acceptable financial standing with RVCA for a minimum of one year prior to application review and at all times while an online retailer affiliate.
3. All potential and current online retailers must have been active in the Internet retail business for a minimum of the two previous years.
4. All potential and current online retailers must have a live inventory program for all RVCA good sold online.
5. All potential and current on line retailers must submit a separate purchase order for RVCA goods intended to be sold on line.
6. All current and potential online retailers must have a full time customer service support team 7 days a week and/or during business hours.
7. All current and potential online Retailers must offer a minimum representation of four RVCA categories, i.e RVCA Men’s, RVCA women’s. The Minimum is 16 styles across four categories.
8. All potential and current online retailers must create and maintain approved RVCA brand-specific pages for each RVCA represented that RVCA approves of prior to Rvcaclothing.com directly linking into from a store specific online retailer button.
9. All potential and current online retailers must participate in RVCA online marketing campaigns and seasonal selling programs.
10. All potential and current online retailers must not use the RVCA online retailer pages to promote other brands and products besides RVCA.
11. All potential and current online retailers must make a quarterly update of RVCA web pages with approved RVCA images.
12. All potential and current online retailers must be able to submit selling reports every month to RVCA of all sales generated from the affiliate program, in a form acceptable to RVCA.
13. All potential and current online retailers must abide by RVCA’s terms and conditions for the Internet Marketing and E-Commerce program as well as RVCA Internet and E-Commerce Policies and Procedures for Online Retailers.

Rights of RVCA

In addition to all of its other rights, which are hereby reserved:

1. RVCA reserves the right to deny acceptance to any/all applicants for online sales, marketing and affiliation, in its sole and absolute discretion.
2. RVCA reserves the right to prioritize placement of the retailer buttons on RVCA's online retailer's page.
3. RVCA reserves the right to terminate any online affiliate retailer partnership by removing the RVCA website link to the partner’s site upon a violation or breach of any part of the foregoing policies or of any other policies or agreements regarding online sales or access, for any reason.
4. RVCA reserves the right to terminate its online sales program, to institute changes therein and to add or remove products for sale online at any time and from time to time, in its sole and absolute discretion.

THESE POLICIES ARE SUBJECT TO CHANGE AT ANY TIME, WITHOUT NOTICE.

Thank you in advance for your understanding, cooperation and support of the RVCA brand. Please contact your sales representative or RVCA Online Sales, at (949) 548-6223 Ext. 102, if you should require any additional information from RVCA.

All applications for RVCA online retailer affiliates must be signed by owner/principal of company.

Labels Requested

_____ RVCA Men’s _____ RVCA Women’s

1. How long has the account been a RVCA dealer? _____
2. How long has the account been an active online dealer? _____

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE, & TITLE

ACCOUNT NAME & RVCA ACCOUNT #

URL

SALES REP SIGNATURE & DATE

SALES MANAGER SIGNATURE & DATE

RVCA CORP.
919 Sunset Dr. Costa Mesa, CA. 92627
Phone (949) 548-6223 Fax (949) 548-7722



TRADE POLICIES

1. All sales are subject to the terms and conditions set forth in RVCA's standard order form, as the same may be changed from time to time, except only to the extent inconsistent with these policies.
2. Payment terms will be established upon new account approval. All payments are to be sent to RVCA, 919 Sunset Drive Costa Mesa, CA. 92627 Unless RVCA advises otherwise in writing, a charge of \$20 will be applied to returned checks.
3. All orders are subject to credit approval by RVCA regardless of any prior credit approval.
4. Title passes to customer at our dock. Shipper's responsibility is limited to proof of delivery to carrier.
5. All claims must be in writing within 5 days of receipt of goods. We will issue credit only when discrepancies are supported by documentation, which verifies such claims.
6. All orders are final once approved. No cancellations will be accepted.
7. Discounts and/or anticipation are not allowed.
8. RVCA reserves the right to back order/split ship on a purchase order if necessary.
9. RVCA requires a minimum 30 day shipping window based on start ship and cancel ship dates. RVCA does not recognize "received by" and/or "in house by" dates.
10. RVCA will not participate in the practice of accepting chargeback's for handling, administrative fees, penalties for 'PO violations', and/or 'shipping errors'.
11. RVCA cannot take returns for any reason without written consent. Supporting documentation must accompany claims for style, color, size, and/or overages. Upon approval a return authorization (RA label) will be provided.
12. Merchandise received and not authorized will be refused and returned at the customer's expense.
13. Retailer may not purchase RVCA products other than from RVCA.
14. Unless previously agreed by RVCA in writing, the retailer may not dispose of any goods acquired from RVCA other than by way of retail sale to public, in the normal course of business. Retailer specifically acknowledges and agrees that trade practices known commonly as "diverting", "transshipping", and/or "parallel import/export" are prohibited.
15. RVCA goods can be placed in authorized locations at the retailer's stores only. Dealers placing RVCA goods in unauthorized locations may result in loss of dealership. All new locations must be approved by RVCA management.
16. The use of the RVCA brand name and/or any logos or other trademarks of RVCA is prohibited without RVCA's prior written consent.
17. RVCA considers website and catalog sales as separate business and a separate form of distribution.
18. Any online or other E-Commerce sales or marketing of RVCA goods or use of RVCA's brand name, logos, and/or other Trademarks requires separate approval by RVCA of a retailer as an approved online retailer, and compliance with RVCA' Internet and E-Commerce policies and procedures for online retailers.
19. Any advertising of RVCA products in any form must be pre-approved by RVCA in writing.
20. RVCA does not participate in co-op advertising.
21. RVCA reserves the right to terminate a retailer at any time, in its sole and absolute discretion. Loss of a RVCA dealership may also occur if the account does not Pre-order all four seasons each year. RVCA requires a minimum order of \$2,500. USD per season.

Retail Pricing Policy

RVCA's policy is not to do business with any retailer who does not price RVCA products in accordance with RVCA's suggested retail pricing structure, which is currently calculated at wholesale price times 2.2%, which is subject to change at any time and from time to time in RVCA's sole and absolute discretion.

THESE POLICIES ARE SUBJECT TO CHANGE AT ANY TIME, WITHOUT NOTICE.

Thank you in advance for your understanding, cooperation and support of the RVCA brand. Please contact your sales representative or In-house sales representative, at (949) 548-6223, if you should require any additional information from RVCA.

All applications for approval as a RVCA authorized retailer must be signed by an owner/principal of company.

ACCOUNT NAME

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE & TITLE

RVCA CORP.

919 Sunset Dr. Costa Mesa, CA. 92627
Phone (949) 548-6223 Fax (949) 548-7722



NEW ACCOUNT RETAILER APPROVAL

Store Owner/Manager Section, Please complete

1. Did you complete & sign the attached Profile Document? Yes No (Circle One)
2. Did you complete & sign the attached Credit Application & Information document? Yes No (Circle One)
3. Did you complete & sign the attached Multiple Store & Ship To Location document? Yes No (Circle One)
4. Did you complete & sign the attached Online Retailers document? Yes No (Circle One)
5. Did you complete & sign the attached Online Affiliate Retailer document? Yes No (Circle One)
6. Did you complete & sign the attached Trade Policy document? Yes No (Circle One)
7. Did you attach pictures of your account? (Store front & 4 interior shots) Yes No (Circle One)

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE, & TITLE

RVCA In-House Sales New Account Retailer Approval Section, Please Complete

ACCOUNT NAME & RVCA ACCOUNT #

1. The above listed account has been approved as a RVCA Retailer. Yes No (Circle One)
2. The above listed account has been approved as a RVCA Online Retailer. Yes No (Circle One)
3. The above listed account has been approved with a link to Rvcaclothing.com. Yes No (Circle One)
4. The above listed account has been approved with _____ credit terms with RVCA.

Labels Approved For the Above Account

____RVCA Men's ____RVCA Women's

ACCOUNT NAME

RETAILER SIGNATURE AND ACCEPTED BY: NAME, DATE & TITLE

SALES MANAGER SIGNATURE & DATE

CREDIT MANAGER SIGNATURE & DATE

(Document to be faxed back to account after being opened by RVCA as a retailer.)