



2016 DEALER POLICY MANUAL



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BUSINESS PARTNERS

Regardless of the industry, the skeleton of business and its practices remain the same. Demand for a product; a manufacturer to produce it and a sales outlet to provide and service that product. The product is only one portion of the transaction however. The relationship forged between the manufacturer and sales outlet as well as the consumer and Sales outlet can be even more valuable. Here at Bowtech we strive every day to grow and strengthen that relationship with everyone involved in our product. Out of your success, comes our success.

Within the pages of this manual we hope you find a structure that caters to you, the Pro Shop owner. We understand that this industry is unlike any other and presents its own unique set of challenges and rewards. It's the archery industry's unrivaled passion and drive that undoubtedly propels its continual growth and popularity.

Please take the time to read the following pages and gain an understanding of the information provided. Our goal is to provide a structure that aids in growth in every facet of your business.

Thank you for your support of Bowtech and our family of products. We look forward to another successful year.

Sincerely,

Bowtech Archery

The policies within this manual pertain to all dealers (Bowtech, Diamond, Octane and Stryker) regardless of the products carried. However, some policies are specific to particular product lines. Make sure to read the additional policies specific to each product line toward the back of the manual.

90554 Hwy 99 North • Eugene, Oregon 97402

Sales 541•284 • 4711 • Sales Toll Free 888•689•1289

Warranty & Tech Support 877•901•1934

BowtechArchery.com • DiamondArchery.com • FuelTheHunt.com • StrykerXbow.com • ExcaliburCrossbow.com

GENERAL DEALER INFORMATION

SUPERIOR CUSTOMER SERVICE AND PRODUCT KNOWLEDGE

Bowtech has earned a premium image because of continued improvements. We believe that customer satisfaction and loyalty are greatly enhanced by our dealers through superior customer service and product knowledge.

We are continuously developing new ways to better support our dealers. We also encourage our dealers to continuously improve their knowledge and services. If you would like to try something different, talk with us. We may be able to help you make your idea even more successful.

BOWTECH INVENTORY

Bowtech does not specify inventory levels that our dealers must carry. However, we strongly encourage you to take advantage of the special opportunities to stock and sell our bows and accessories. In order to take advantage of sales opportunities when they arise, it's critical that you have product in stock. Also, by not having Bowtech or Diamond bows, Octane accessories and Stryker crossbows on hand, the customer may have to settle for second best or purchase somewhere else.

Note: Selling one Bowtech or Diamond bow, Stryker crossbow and Octane accessories, often creates up to three additional sales from friends or family of the first buyer!

Carrying Bowtech inventory doesn't cost. It Pays!

RETAIL PRICING

Our suggested retail pricing is aimed at being fair and appropriate for the industry. We have conducted considerable market research to establish our pricing, which reflects the craftsmanship and the many unique qualities of our products. Bowtech strongly recommends that authorized dealers sell at suggested retail pricing for the following reasons.

1. We manufacture the finest performance bows and accessories in the world that are worthy of their reputation for incomparable value.
2. We create value through technology, high performance and craftsmanship built into every bow. Our suggested retail pricing is extremely competitive, especially when overall performance and cost of ownership are considered.
3. Selling Bowtech and Diamond bows, Octane accessories and Stryker crossbows at suggested retail prices earns additional profit for our authorized dealers.
4. Discounted pricing translates to lower product value and lower customer service value in the eyes of the consumer. Frequent discounted pricing lowers the overall esteem of Bowtech's high-end reputation, putting both the manufacturer and the authorized dealer at risk.

Hundreds of thousands of sales have proven these tactics. When the buyer understands the value of Bowtech and Diamond bows, Octane accessories and Stryker crossbows, the dealer earns a higher return on investment with the same amount of selling time. Ultimately, a better image of Bowtech and the dealership is conveyed to the customer.

MAP (Minimum Advertised Price) must be maintained.

Business is best for Bowtech and the dealer:

1. When sales are based on brand performance, features and benefits.
2. When sales are made on the dealer's skills as an archery professional.

DEALER PRICING

The 2016 dealer pricing schedule provides an opportunity to lower your cost as your volume grows. Bowtech's diverse family of product lines creates an opportunity of choice for the consumer. As a dealer you have the opportunity to extend this shopping convenience to your customer, by stocking and selling Bowtech, Diamond, Octane and Stryker.

There are three different price tiers available for dealers to choose from. Higher dollar volume will advance you to the next pricing tier, resulting in more savings to you. For additional information on dealer pricing and payment terms, please review the Payment Terms section on each dealer price sheet.

CUSTOMER SERVICE

We believe the lifeblood of our organization is customer service. Everything flows from it and is affected by it. At Bowtech, customer service is not a department—it's an attitude!

ORDERING CONVENIENCE

Orders may be placed with Bowtech via:

1. Mail, email, fax or on our online Dealer's Only sections of our web sites 24 hours a day, 7 days a week. Place your order in the manner that is most convenient for you. The online Dealer's Only sections are currently available to our Authorized Bowtech and Diamond dealers.

NOTE: Please ask your sales representative for the correct address when sending orders by email. Always request a reply confirmation to ensure your email was received.

When mailing, emailing or faxing orders, complete all pertinent information with regard to the model and specifications of each item. Also make special note of any business information that may have changed, such as phone numbers, email address, shipping or payment criteria.

2. Contact your rep directly or call during the following office hours using our toll free number to talk to a sales representative.

Bowtech
90554 Highway 99 North
Eugene, OR 97402

SALES
Toll Free Phone 888•689•1289
Fax 541•689•2220

OFFICE HOURS
6:00 am to 5:00 pm Pacific Time
Monday through Friday

3. A minimum order of \$25.00 is required.

PARTS & WARRANTY

To better assist our dealers, please contact our Warranty and Tech Support department for all parts and warranty orders.

ORDER STATUS AND TECHNICAL INFORMATION

To obtain the latest in order status or technical information, please contact us via phone, fax or email. Our sales representatives will be glad to provide you with the most accurate information available.

RETURNS

All sales are final and all returns and credits are at Bowtech's sole discretion. For warranty information, see the warranty section contained herein.

In the event that we accept product for return, a **Return Authorization (RA) number must be issued prior to return.** To receive an RA number, contact our Warranty & Tech Support department. Please have the original sales order number available when you call 877-901-1934.

RA numbers are **valid for 30 days from date of issue.** All products returned on the RA after 30 days must have a new RA number issued.

All returns must be freight prepaid. No COD or freight collect shipments will be accepted.

Pro shops are responsible for the safe and secure packaging of all returned goods. Merchandise must be securely packed and in the same like-new saleable condition it was received.

Please do not ship your packages by US Mail unless you insure them and send return receipt requested. You are responsible for all returned items until they reach our location.

Charges will be automatically assessed on product damaged due to negligent return packaging, products missing parts or products requiring work to restore them to saleable condition.

REFUSED OR RETURNED SHIPMENTS

All product shipments to the dealer that are refused for any reason (such as failure to receive an authorized signature from a dealer representative) will be subject to a 15% restocking fee and a \$50 minimum also applies.

In addition, Dealers will be charged any repair cost incurred to bring the product back to new condition. Returned items will be returned to inventory and must be reordered and are subject to normal lead times.

Dealer must inform Bowtech concerning damaged or partially missing shipments immediately. Bowtech will not be responsible for replacement of damaged or missing product reported more than three days after receipt of shipment. Dealer will be responsible for filing the claim with the freight carrier after the three-day limit.

SERIAL NUMBER TRACKING SYSTEM

Based on Bowtech's Policy, warranty service will be denied to people who purchase from non-Authorized Dealers or via buying processes that are not approved.

In addition, dealers who violate the terms of selling will be billed back the difference between their discount pricing amounts and base price for all bows and accessories purchased from Bowtech.

If Bowtech purchases the bow to obtain the serial number, the dealer will be billed back the difference of the price Bowtech paid.

NOTE: Bowtech may remove authorization from dealers who violate these terms.

BOWTECH SUPPORT SYSTEM

We have created an automated Bowtech Support System for our customers to provide the best service in the industry. This allows our customers to create RMA requests without needing to call or contact our service department. This

will provide you with faster feedback and enable you to spend more time with your customers. Please contact customer service for more information. You can also go to www.bowtecharchery.com and under the services tab, click "Customer Service" to log into your customer portal.

RETAIL GUIDELINES

Please remember that the following guidelines are applicable to all product lines. Please see the brand specific policies pages for additional guidelines.

RETAIL SALES ONLY

Redistribution of Bowtech, Diamond, Octane and Stryker products are not permitted. All bows and accessories are for retail sale to end users only. Sales to resellers – Authorized Dealers or not – are forbidden.

U.S. SALES ONLY

Even if all other terms of this agreement are met, sales outside the United States are not permitted without the consent of the sales manager.

AUTHORIZED TERRITORY

This agreement alone does not convey any special or implied exclusive territorial rights to the Authorized Dealer.

DEALER SELLING CAPABILITY

To be an Authorized Dealer for Bowtech, Diamond, Octane and/or Stryker the dealer agrees to maintain sufficient, knowledgeable and qualified salespeople to provide excellent selling support for Bowtech, Diamond, Octane and Stryker products. A facility suitable for retail sales, along with shooting/testing area, must be maintained at all times.

DEALER SERVICE CAPABILITY

To be an Authorized Dealer for Bowtech, Diamond, Octane and/or Stryker the dealer agrees to maintain a sufficient number of skilled technical service people who are supported with proper training, equipment and space sufficient for service and testing activities.

MULTIPLE LOCATIONS

A separate written agreement, including the minimum order requirement, are required for each principal place of business and for each additional store or branch, where Bowtech or Diamond bows, Octane accessories, and/or Stryker crossbows are sold.

RENEWAL OR CHANGE

Policies and pricing may change each model year. Qualified dealer agreements must be renewed annually. They shall be renewed by mutual agreement only, and by the execution of a new agreement between Bowtech and the dealer.

Our business relationship does not automatically continue with a change of location, ownership or management of your dealership. These situations need to be discussed and agreed upon with our sales manager, and a new agreement before new product can be ordered.

TERMINATION

Either Bowtech or the dealer may terminate this agreement without cause, at any time.

DURATION OF AGREEMENT

This agreement shall be in effect from the date of acceptance by Bowtech until October 31, 2016, unless otherwise terminated as provided herein.

AGREEMENT AND DESIGNATION

This agreement, when signed by an officer or principal of the dealer and by Bowtech's sales manager, establishes the status as "Authorized Dealer" for Bowtech, Diamond, Octane and/or Stryker products as approved by the agreement.

This agreement is in force during the stated term, so long as proper credit status is maintained, and so long as the dealer is in full compliance with the terms of this agreement.

PRICING, PROGRAMS AND PRODUCT NAMES

Bowtech reserves the right to change prices and/or programs without notice. Bowtech also reserves the right to make product changes without incurring any obligation to replace, modify or change products previously sold. Additionally, Bowtech may have to cancel or change items from time to time because of unforeseen events such as uncertainty of raw materials or vendor processes.

THE FREIGHT PROGRAM

During the Model Year 2016, shipping fees (including parts and/or accessories) for Bowtech, Diamond, Stryker and Octane will be the responsibility of the dealer.

NOTE: Bows, parts and accessories may or may not be packaged together in the same box. Please check all packaging thoroughly before discarding boxes.



2016 ADDITIONAL DEALER POLICIES

The following policies are in conjunction with other policies listed in this manual. These policies are specific and applicable to all Authorized Bowtech Dealers.

2016 DEALER QUALIFICATIONS

AUTHORIZED DEALERS MUST:

- Possess a current in-state business license to sell retail goods as an archery dealer.
- Be a legitimate archery pro shop with a standard store front or have a qualified archery sales and service center within the store.
- Provide pictures of the storefront, bow press and bow display area upon request.

NOTE: Bowtech may request pictures of the selling and service areas as a part of the application for approval as an Authorized Dealer, if pictures have not been provided previously.

- Be located in an open area free from conflicts with protected dealers.
- Promote, sell and service the product adequately.
- **Order a minimum of 20 bows for immediate shipment.**

The following conditions automatically constitute grounds for termination for the right to purchase products as an Authorized Bowtech Dealer:

- Taking delivery of fewer than 25 Bowtech bows during the model year.
- Representing Bowtech in a fashion that goes against Bowtech's policies.
- Engaging in unfair or unlawful trade practices.
- Canceling order without just cause.
- Selling bows below MAP (Minimum Advertised Price).

The label "Authorized Bowtech Dealer" carries with it certain responsibilities that should be treated very seriously. Authorized Bowtech Dealers act as our representatives to the public. We always treat our customers with fairness and respect, and we expect Authorized Bowtech dealers to do the same with their customer. This is the foundation of businesses that are built on integrity.

IN-SHOP SALES ONLY

Mail order and Internet sales are not permitted for current model SKUs! You are allowed to advertise your store(s) information and our suggested retail prices; however, the customer must come to your shop to make their purchase.* Sales via eBay, Craigslist, or similar online sources for current model SKU's will be cause for termination of dealership.

*Excludes "Bowtech in the Boonies"

AUTHORIZED TERRITORY

This agreement alone does not convey any special or implied exclusive territorial rights to the Authorized Dealer. Bowtech, at its sole discretion, may approve an exclusive territory for qualifying dealers, which is subject to certain exclusive terms and must be approved in writing by the sales manager.

Approved territories are reviewed each year to ensure that quality and sales are maintained to the standards deemed necessary for that territory. All exclusive territories are granted at the sole discretion of the sales manager.

DEALER PROTECTION POLICIES

Protected sales territories are available in certain instances for Bowtech dealers that want to make our products their premier bow line. All protected areas granted must be approved in advance by the Bowtech sales manager.

When Bowtech has determined that the area served by the potential dealer is available and open, the prospective dealer must do the following to qualify:

1. Order a minimum of 1 to 20 additional Bowtech bows (depending on the sales potential of the area in question, as determined by Bowtech) for immediate delivery.
2. Order, and take delivery on, a minimum of 50 Bowtech bows during the model year.

Other requirements for protected area dealers:

- The Dealer must meet or exceed sales goals established by Bowtech to continue to receive area protection. Periodically during the year, sales volume will be evaluated to determine if the minimum sales goals are met.
- The Dealer must adhere to Bowtech policies as set forth in this Dealer Policy Manual.
- The Dealer must not engage in unfair or unlawful trade practices.
- The Dealer must accept programmed shipments as scheduled or as rescheduled with the consent of Bowtech and the dealer.



2016 ADDITIONAL DEALER POLICIES

The following policies are in conjunction with other policies listed in this manual. These policies are specific and applicable to all Authorized Diamond Dealers.

2016 DEALER QUALIFICATIONS

Authorized Dealers must:

- Possess a current in-state business license to sell retail goods as an archery dealer.
- Promote, sell and service the product adequately.
- **Order a minimum of 10 bows for immediate shipment.**

The following conditions automatically constitute grounds for termination for the right to purchase products as an Authorized Diamond Dealer:

- Taking delivery of fewer than 15 Diamond bows during the model year.
- Representing Diamond in a fashion that goes against Bowtech's policies.
- Engaging in unfair or unlawful trade practices.
- Canceling order without just cause.
- Selling bows below MAP (Minimum Advertised Price).

The label "Authorized Diamond Dealer" carries with it certain responsibilities that should be treated very seriously. Authorized Diamond Dealers act as our representatives to the public. We always treat our customers with fairness and respect, and we expect Authorized Diamond Dealers to do the same with their customer. This is the foundation of businesses that are built on integrity.

INTERNET SALES

Internet sales for Diamond products are allowed under the following guidelines:

- MAP (Minimum Advertised Price) must be maintained.
- Must also be authorized to sell Diamond bows in your store front.
- Must have a dedicated e-commerce site as part of your store. Sales through auction sites are not permitted for current model SKU's.
- Dealers who sell a bow to a customer via their Internet site become a partner to their customer. Customer service is their responsibility.



2016 ADDITIONAL DEALER POLICIES

The following policies are in conjunction with other policies listed in this manual. These policies are specific and applicable to all Authorized Octane Dealers.

2016 DEALER QUALIFICATIONS

Authorized Dealers must:

- Possess a current in-state business license to sell retail goods as an archery dealer.
- Promote, sell and service the product adequately.
- **Order a minimum of 10 quivers, 10 rests, and 10 stabilizers, OR place an order of \$1,500 or greater during the model year.**

The following conditions automatically constitute grounds for termination for the right to purchase products as an Authorized Octane Dealer:

- Representing Octane in a fashion that goes against Bowtech's policies.
- Engaging in unfair or unlawful trade practices.
- Canceling order without just cause.
- Selling current line items below MAP (Minimum Advertised Price).

The label "Authorized Octane Dealer" carries with it certain responsibilities that should be treated very seriously. Authorized Octane Dealers act as our representatives to the public. We always treat our customers with fairness and respect, and we expect Authorized Octane Dealers to do the same with their customer. This is the foundation of businesses that are built on integrity.

INTERNET SALES

Internet sales for Octane products are allowed under the following guidelines:

- MAP (Minimum Advertised Price) must be maintained.
- Must also be authorized to sell Octane accessories in your store front.
- Must have a dedicated e-commerce site as part of your store. Sales through auction sites are not allowed.



2016 ADDITIONAL DEALER POLICIES

The following policies are in conjunction with other policies listed in this manual. These policies are specific and applicable to all Authorized Stryker Dealers.

2016 DEALER QUALIFICATIONS

Authorized Dealers must:

- Possess a current in-state business license to sell retail goods as an archery dealer.
- Promote, sell and service the product adequately.
- **Order a minimum of 4 crossbows for immediate shipment.**

The following conditions automatically constitute grounds for termination for the right to purchase products as an Authorized Stryker Dealer:

- Taking delivery of less than 10 crossbows during the model year.
- Representing Stryker in a fashion that goes against Bowtech's policies.
- Engaging in unfair or unlawful trade practices.
- Canceling order without just cause.

The label "Authorized Stryker Dealer" carries with it certain responsibilities that should be treated very seriously. Authorized Stryker Dealers act as our representatives to the public. We always treat our customers with fairness and respect, and we expect Authorized Stryker Dealers to do the same with their customer. This is the foundation of businesses that are built on integrity.

INTERNET SALES

Internet sales for Stryker products are allowed under the following guidelines:

- Must be authorized to sell Stryker crossbows in your store front.
- Must have a dedicated e-commerce site as part of your store. Sales through auction sites are not allowed for current model SKU's.
- Dealers who sell a crossbow to a customer via their Internet site become partners to their customers. Customer service is their responsibility.

