



## Sirui **MAP** Policy from **ARGRAPH** CORP

1. We will be listing and promoting all authorized Sirui dealers on our Argraph website. In order to be listed, please send to [info@argraph.com](mailto:info@argraph.com) a list of all your websites and direct links to your Sirui pages.
2. All prices in all advertising (print and electronic) must be transparent. There must be no prices below MAP, either on a click thru or "Add to Cart." Any dealer with prices below MAP on a click thru, will be considered to have violated our MAP policy and will be treated accordingly.
3. Any dealer who violates MAP, or resells to any other dealer who violates MAP, will be removed from the Argraph website as an authorized dealer and treated as an MAP violator.
4. Any dealer who uses other names on Amazon, eBay or any other website, and breaks MAP on that website, will be considered a MAP violator and treated accordingly.
5. Please make sure that all of your advertisements are MAP compliant. All Sirui MAP prices end in \$.95. A dealer may go up to whatever price they want.
6. MAP Violators will be warned by email for the first offense. For the second offense, they will forfeit all accrued advertising and back-end account credits due them for the quarter and will be removed from the Authorized dealer section of the Argraph website for 30 days. For the 3rd offense, they will forfeit all accrued advertising and back-end account credits due them for the quarter and will not be shipped Sirui products for 90 days.
7. This program does not affect the retail prices actually charged by an authorized Sirui dealer. MAP in no way restricts or dictates the actual selling prices which are determined by an individual dealer according to his own requirements.
8. The purchasing of Sirui products from Argraph will be recognized as confirmation that a dealer accepts this MAP policy.
9. Accrued advertising and back-end amounts will be issued as account credits to be used for future Sirui purchases.
10. Account must be in good standing, have purchased \$1000 in applicable Sirui Tripods and Ball Heads that quarter, and current to receive back-end credits.