

ROCK THE BIKE NEW DEALER APPLICATION

Thank you for your interest in establishing a Dealer account with Rock the Bike. We hope you'll join us in helping everyday people experience their power to make change through high quality Pedal Powered experiences.

Please take a moment to complete the application and answer the questions below. It will take us up to 7 business days to review your application and we may ask some follow up questions during this time. Please keep in mind incomplete paperwork can delay or stall your application review. If you have any questions, please contact us by phone at 1-888-354-2453 or via email at info@rockthebike.com.

The following materials are required and must be submitted for review in order to be considered for a new account:

- Completed and signed Dealer Application
- A current phone bill or utility bill clearly showing the company business name and address.
- A copy of your business license and resale certificate (*if within the United States*)
- Prior to processing your first order: Certificate of Liability Insurance with Rock the Bike listed as a holder

Please return your completed application to:



Rock the Bike
6323 San Pablo Ave.
Oakland, CA 94608
Fax: 1-510-735-9838
Email: Chelsea@rockthebike.com

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Business Name	Phone Number
Legal Owner	Fax Number
Billing Address	Shipping Address
City	City
State / Providence, Zip	State / Providence, Zip
Country	Country
Legal Corporate Name <i>(if different from above)</i>	
Website	Email

Principal Owner Information -- *if more than one please attach a separate sheet listing additional information.*

Full Name	Title
Home Address	Home Phone
City, State, Zip	Mobile Phone
Country	Office Phone
Email Address	Date of Birth

Type of Ownership:

- Sole Proprietorship
 Partnership
 Corporation
 LLC
 Non-Profit
 Other _____

Years in Business	# of Locations
Years under present management	# of Employees
Store Footage	Warehouse Footage
Are you set up within your government as a legitimate vendor / business? Do you have the necessary licenses? Are you prepared to process VAT, if applicable?	

Desired Dealer Tier:
 Exclusive Distributorship
 Dealer
 Drop Ship Dealer

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Trade Reference Name			
Telephone / Email			
Contact Name			
Account #			
Products Purchased			
Total Amount Spent			

Essay Portion. If you need additional space for responses please write them on a separate document and submit with your application.

How did you hear about us? Why do you want to be a dealer of our products?

Which Rock the Bike products do you want to sell? Check all that apply.

- | | | |
|---|--|---|
| <input type="checkbox"/> Fender Blender Pro | <input type="checkbox"/> Fender Blender Universale | <input type="checkbox"/> Fender Blender Xtracycle/Mundo |
| <input type="checkbox"/> Spin Art | <input type="checkbox"/> Ice Cream Bike | <input type="checkbox"/> Electric Fender Blender Pro |
| <input type="checkbox"/> Generator Pro | <input type="checkbox"/> Generator Wheel | <input type="checkbox"/> Roll Up Generator Stand |
| <input type="checkbox"/> sLEDgehammer | <input type="checkbox"/> Cell Phone Recharge Station | <input type="checkbox"/> Pedal Powered Stage |

What is your plan for generating interest and selling the products mentioned above?

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Do you have a retail location? If so, what are your hours? It is not a strict requirement that you have a storefront, but you must have a clean professional space to allow for demonstrations of our products. **Please attach photos to show us your space. What is your plan for offering demonstrations? Do you have experience doing this with other products?**

Who is your target market and how will you reach them? Have you already begun working with your target market, or will you begin a new campaign to reach your market when you begin to carry Rock the Bike products?

Do you have a payment system in place? If so, what types of payments are you prepared to accept?

What languages do you and your staff speak?

What avenues of communication do you plan to open? Phone, email, Facebook, Skype, etc? What is your standard response time?

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Do you regularly do events? Please describe the types of events you do. Are you planning to do demonstrations of RTB products at events? Do you have any photos or video of your event offering? Do you plan to change or increase your event offering to better showcase RTB products? Please describe your event plan.

Are you planning to list our product online? If so, what is your ecommerce plan? Do you already have an ecommerce system in place? Are you planning to reuse photos and content from rockthebike.com ? Are you planning to translate our web site into another language e? If so, which one?

By signing I certify that the information provided herein is true and correct, and I am authorized to execute this agreement on the businesses behalf.

Authorized Signature

Printed Name

Title

Date