



PingShow, Inc.  
20863 Stevens Creek Blvd, #560  
Cupertino, CA 95014  
Tel: 1.408.559.3030  
[www.pingshow.net](http://www.pingshow.net)

Thank you for your interest in becoming a distributor of PingShow products. We seek partners who are interested in actively promoting and selling our products. To initiate our review process, please complete the attached form and supply the additional information requested.

Forms to Complete:

- 1) **Credit Application:** Provide three trade and appropriate bank/credit references for your business. We will contact your references and complete a credit check during this process.
- 2) **Dealer Profile Form:** This form helps us understand your business, the means you use to promote and sell products, and the timing of materials we would need to help you with promotion.

Additional Material Needed:

- 1) **Business Registration Certificate:** You must be a registered business.
- 2) **Reseller's Certificate:** You must be a reseller, not an end-user of our products
- 3) **Tax Exemption Certificate:** If you apply for tax-exempt status, you must supply PingShow with a copy of your Sales Tax Exemption Certificate for shipments to California, Connecticut, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, and Texas (if applicable).

Please fax these completed forms and the additional materials to PingShow at 408-252-1889, or email to [sales@pingshow.net](mailto:sales@pingshow.net). Once all materials are transmitted to PingShow, it usually takes 7-10 business days to process. At that time, we will contact your designated representative with further information.

Best regards,

PingShow Sales Department  
408-252-1889  
[sales@pingshow.net](mailto:sales@pingshow.net)

Att: Credit Application  
Dealer Profile Form



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**CREDIT APPLICATION for (business name):** \_\_\_\_\_

**Bank Reference:**

COMPANY NAME: \_\_\_\_\_ ACCOUNT #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ FAX #: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Trade References:**

Please provide three US-based trade references with whom you have had an active account for at least six months. Note: all references must include a fax number for account verification.

COMPANY NAME: \_\_\_\_\_ ACCOUNT #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ FAX #: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ ACCOUNT #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ FAX #: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ ACCOUNT #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ FAX #: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



**DEALER PROFILE**  
**(Please print clearly)**

**Background and Contact Info:**

Business Name: \_\_\_\_\_

Years in Business: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

SIC Code(s) of Major Product(s): \_\_\_\_\_

**Mailing Address:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone #: \_\_\_\_\_

Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

**Shipping Location 1:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Shipping Location 2:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Marketing Contact:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Accounts Payable Contact:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Purchasing Contact:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Sales Contact:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_



**Marketing Strategy:**

Target Market(s) and Distribution Strategy (define by customer discipline, types of organizations, geographic coverage, type of products, etc.):

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**Catalog:**

Do you publish a catalog? \_\_\_\_ NO \_\_\_\_ YES Approximate number of pages: \_\_\_\_\_

*\*If YES, please submit a copy of your most recent catalog with this application\**

Frequency of Publication: \_\_\_\_ ANNUAL \_\_\_\_ EVERY 2 YEARS OTHER FREQUENCY: \_\_\_\_\_

Is your Catalog: \_\_\_\_ BLACK AND WHITE? \_\_\_\_ 2 COLOR? \_\_\_\_ 4 COLOR?

Month in which your catalog is published: \_\_\_\_\_ Lead time for materials: \_\_\_\_\_

**Other Printed Material:**

Do you produce product flyers? \_\_\_\_ NO \_\_\_\_ YES Approximate number of pages each: \_\_\_\_\_

Frequency of Issue: \_\_\_\_ MONTHLY \_\_\_\_ QUARTERLY OTHER FREQUENCY: \_\_\_\_\_

Preferred/acceptable image format for catalog or printed materials (i.e., JPEG, PNG, TIFF, EPS, etc.) \_\_\_\_\_

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**Website:**

Do you have a website? \_\_\_\_ NO \_\_\_\_ YES Website URL: \_\_\_\_\_

Do you accept orders through your website? \_\_\_\_ NO \_\_\_\_ YES

Describe how you use your website to promote or sell products, or communicate with customers: \_\_\_\_\_

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Please discuss how your website drives traffic differently than your competitors and how this will be an advantage for PingShow: \_\_\_\_\_

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**Promotions:**

Do you mail any promotional materials to your customers? \_\_\_\_NO \_\_\_\_YES

If YES, please describe the nature and frequency (and supply examples via mail/email) of your promotional material:

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How do you plan to promote PingShow products? \_\_\_\_\_

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**Complementary/Competitive Products:**

Please list the manufacturers of other media box products you carry in your line: \_\_\_\_\_

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Are there products in your current line that complement PingShow's products? \_\_\_\_NO \_\_\_\_YES

If YES, please describe: \_\_\_\_\_

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What major new products/product lines have you introduced over the last two years? \_\_\_\_\_

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How do PingShow products contribute to your marketing strategy? \_\_\_\_\_

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**Sales Targets & Strategy:**

Anticipated annual sales volume with PingShow? \_\_\_\_\_

Do you have field sales reps? \_\_\_\_NO \_\_\_\_YES Number of field reps: \_\_\_\_\_

Please tell us where your reps are located and their sales territory responsibilities:

Rep Location:

Geographic Territory Responsibilities:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(Please attach another sheet, if necessary)

Once you become a dealer, will you provide us with the contact information for your field reps so that our reps can contact them directly for sales and training purposes? \_\_\_\_NO \_\_\_\_YES

Do you have inside sales/phone sales reps who actively call accounts? \_\_\_\_NO \_\_\_\_YES

Additional comments on your sales capabilities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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**Purchasing:**

Purchases are:  Taxable  Tax exempt Tax exempt number: \_\_\_\_\_

**Note:** A copy of tax-exempt certificates for ship-to locations in California, Connecticut, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, and Texas (as applicable) *must* accompany this application.

Do you plan to stock PingShow products, or order only to fulfill customer orders? \_\_\_\_\_

For warehouse shipments, do you have a UPS or FedEx collect number to charge?  NO  YES

UPS# \_\_\_\_\_ FedEx# \_\_\_\_\_

Do you have specific barcoding requirements?  NO  YES

If YES, please list specifications: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To whom should price lists, new products, and promotional information be emailed?

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Email: \_\_\_\_\_

By what date do you need to be notified of annual price adjustments, if any? \_\_\_\_\_

**Payment Policy:**

Credit Card or check at Time of Shipment. All sales are final and NCNR (No-Change, No-Return), except for product defects covered under the Warranty Policy. See warranty policy here:  
<http://www.airetalk.com/airecenter/warranty.php>



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**Person to be contacted regarding Dealer status and application:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_



**Certification:**

I certify that the above information is complete and accurate to the best of my knowledge.

\_\_\_\_\_  
*Signature of Person Completing Application*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone & Email