



# Dealer Vs Affiliate

REQUIREMENTS	DEALER	AFFILIATE
STOREFRONT	<b>Yes</b> <i>Brick and mortar store with regular hours open to the public.</i>	N/A
WEBSITE	<b>Yes</b> <i>Must maintain a functional, secure, relevant website.</i>	N/A
CUSTOMER SERVICE RESPONSIBILITIES	<b>Yes</b> <i>Dealers must assist their customers throughout the transaction process, as well as help with any follow up questions after the sale. Feel free to reference our Online Knowledge Base.</i>	<b>Ordering</b> <b>Yes</b> - Affiliates help customers place orders via their unique affiliate link. <hr/> <b>Billing</b> <b>Sometimes</b> - Smoky Lake will serve only the party listed as the order's "BILL TO". <hr/> <b>Shipping/ Claims</b> <b>Sometimes</b> - Smoky Lake will serve only the party listed as the order's "SHIP TO". <hr/> <b>Product Support</b> <b>Sometimes</b> - Both Affiliates and Smoky Lake share this responsibility
INVENTORY REQUIREMENTS	<b>Yes</b> <i>Must carry a "full line" of Smoky Lake Maple Products equipment.</i>	N/A
ELIGIBLE PRODUCTS	<b>Most products on the website.</b> <i>See your Smoky Lake representative for details. Restricted products include - but are not limited to - Water Jacketed Bottlers, Hanna products and some other 3rd party products.</i>	<b>Any product on the website</b>
HOW TO PLACE AN ORDER	<b>Purchase Order</b> <i>Work directly with your Smoky Lake representative.</i>	<b>Website Only</b> <i>Utilize your affiliate link as described in the affiliate program description.</i>



**Dealer Vs Affilliate Cont'd**

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<p><b>ORDERING TIMELINE</b></p>	<p><b>Cut Off Date = September 31</b>  <i>This allows us to serve you best and is driven by limitations in our capacity.</i></p>	<p><b>Any Time</b>  <i>24 hours per day, 7 days per week, 365 days per year.</i></p>
<p><b>COMMISSION</b>  <i>How It Is Calculated?</i></p>	<p><b>Wholesale/Volume Discounts</b>  <i>Ask your Smoky Lake representative for current pricing.</i></p>	<p><b>Percentage of the total sale.</b>  <i>Affiliates may log into their account at any time to review their earnings status. Commission is paid out bi-annually.</i></p>
<p><b>MINIMUMS</b></p>	<p><b>Yes</b>  <i>See current dealer pricing spreadsheet and dealer ordering guidelines for details.</i></p>	<p><b>N/A</b>  <i>Small orders/quantities are always welcome.</i></p>
<p><b>LEAD TIMES</b></p>	<p><b>Generally speaking, ALL orders are fulfilled in the order in which they are received.</b>  <i>However, turn around times are also influenced by factors outside of our control. These factors include material availability, current work loads, and current carrier availability/routes. Please also take into consideration that our handcrafted, stainless steel products are often made to order, not just pulled off of a shelf. Our artisans work as efficiently as possible without sacrificing any of the quality we have built our name on.</i></p>	
<p><b>SHIPPING RATES</b></p>	<p><b>Orders Over \$5000 = Free</b>  <b>Orders Under \$5000 = Discounted*</b>  <i>*Cost is determined based on actual current carrier rates and availability.</i></p>	<p><b>Always Free in the continental USA.</b>  <i>Discounted shipping to Canada. See terms page on website.</i></p>
<p><b>PICK UP</b>  <i>At Smoky Lake Headquarters</i></p>	<p><b>Dealer orders will NOT be released directly to a dealer's customers.</b>  <i>Please use the affiliate program if you would like your customer to pick up at Smoky Lake.</i></p> <p><b>Orders over \$5000 may be eligible for a dealer pick up discount.</b>  <i>Pick up discount is calculated according to current carrier rates.</i></p>	<p><b>Customer may choose "Local Pick Up" on the website check out page.</b>  <i>Any applicable pick up discount would be returned to the original payment method at the time of pick up.</i></p>



**Dealer Vs Affilliate Cont'd**

<b>REQUIREMENTS</b>	<b>DEALER</b>	<b>AFFILIATE</b>
<b>DROP SHIPPING</b>	<p><b>N/A</b>  <i>Please utilize the affiliate program for drop shipping or local pick up options.</i></p>	<p><b>Yes</b>  <i>Orders are shipped to the address specified at the time of purchase.</i>   <i>The return address on the shipping label will be Smoky Lake Maple headquarters.</i>   <i>The package will contain a standard Smoky Lake packing list without pricing listed.</i></p>
<b>PROMOTIONS</b>	<p><b>Dealers determine/facilitate their own customer promotions.</b>   <i>Special promotions and/or bundling discounts on SmokyLakeMaple.com are designed for website sales only. Dealers are already receiving best pricing available.</i>   <i>To take advantage of a website promotion, please utilize the affiliate program.</i></p>	<p><b>Yes</b>   <i>Take advantage of any current, applicable promotion on SmokyLakeMaple.com.</i>   <i>Promotion codes MUST be entered at the time of purchase.</i></p>
<b>SMOKY LAKE LOGO &amp; PHOTOGRAPHY</b>	<p><b>Smoky Lake logo/photography may be provided for approved uses only.</b></p>	<p><b>N/A</b></p>
<b>ADVERTISING ON SMOKYLAKEMAPLE.COM</b>	<p><b>Yes</b>   <i>Dealers may send their logo and contact information to <a href="mailto:angela@smokylakemaple.com">angela@smokylakemaple.com</a> to be listed as a "Partner Storefront" on SmokyLakeMaple.com.</i></p>	<p><b>N/A</b>   <i>Not at this time.</i></p>
<b>TERRITORY</b>	<p>Smoky Lake reps may refer applicable customers to you if we know you have something they are looking for.</p> <p><b>At the end of the day, customers reserve the right to work with whoever they desire.</b></p>	<p><b>N/A</b></p>