



**NEW eSTORE SETUP CHECKLIST**

WELCOME TO THE CONNEXTION'S FAMILY! The following check list was created to assist you in setting up your new eStore – a simple process that helps expedite our services. If you have any questions, concerns or suggestions, we encourage you to contact us for assistance.

Todd Young  
Telephone: 360.333.7397  
eMail: Todd@TheConneXtion.com

**SET UP PROCEDURE**

**A. Please fill out the following information:**

Artist: \_\_\_\_\_

Official Website: \_\_\_\_\_

Name of primary contact(if different from artist): \_\_\_\_\_

Artist/Contact email address: \_\_\_\_\_

Artist/Contact phone number: \_\_\_\_\_

Checks made payable to: \_\_\_\_\_

Checks mailed to what address: \_\_\_\_\_

\_\_\_\_\_

**B. Please check off each step as it is completed before moving on to the next step.**

- Step 1** – Please read and sign The Connexion's Relationship Agreement on page 2.
- Step 2** – Please read and sign The Connexion's Credit Cards on Tour Agreement on page 4.  
(only if you are interested in this additional service from The Connexion)
- Step 3** – Please fill out The Connexion's Opening Inventory/Price List on page 5.  
\*\*please tell us how many boxes you are shipping\_\_\_\_\_
- Step 4** – Enclose the New eStore setup fee in the amount of:  
--please circle one--  
\$100 (New Department Setup ONLY) or  
\$150 (New Department Setup & Credit Cards on Tour)  
-- include \$50 for a rush set up  
-- include \$5 for each title you would like to register with SoundScan

Pay via CHECK/MONEY ORDER payable to The Connexion or authorize The Connexion to charge your credit card.

Check #: \_\_\_\_\_ Total amount: \_\_\_\_\_  
or  
Credit Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Total To Charge: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

- Step 5** – After all the above has been completed, ship everything, including this sheet, to:  
THE CONNEXTION/New eStore Setup/Artist Name  
11768 Westar Lane, UNIT C  
Burlington, WA 98233

**PLEASE NOTE**

The Connexion is unable to begin construction on your eStore until all items listed above are received.



## THE CONNEXION RELATIONSHIP AGREEMENT

THIS AGREEMENT is made by and between The Connexion and \_\_\_\_\_ (Client) to clarify the responsibilities and representations of each and to memorialize the terms and conditions of each. This agreement can only be enlarged or modified by written agreement.

### The Connexion agrees to:

- build, manage, and maintain the Client's eSTORE;
- report all domestic CD sales, of SoundScan registered titles, to SoundScan;
- handle ALL customer service, collection of payments, taking, packing, and shipping of merchandise orders;
- provide Client with a monthly Sales Analysis and Payout; and
- pay all sales taxes on Client's merchandise that The Connexion sells directly to consumers.

### The Client:

- agrees to link the Client's eSTORE to all Client web sites;
- agrees to deliver Client provided merchandise to The Connexion in a timely manner so as to allow for the timely delivery of orders;
- agrees to allow The Connexion to publicize the relationship the Client has agreed to in this agreement;
- hereby grants a non-exclusive license to The Connexion allowing The Connexion to use the Client's intellectual property (name, trademarks, etc.) as is necessary to effectively market and sell the Client's merchandise; thus, The Connexion has the right to sell the Client's merchandise worldwide;
- represents that it has all rights (including copyrights, trademarks, and service marks) to the merchandise covered by this agreement and that it has the ability to assign those rights to The Connexion. Client also acknowledges that all such rights remain its sole responsibility and that The Connexion assumes no obligation or liability therefor; and
- represents that it is not under any disability, restriction or prohibition with respect to its right to enter into this Agreement.

**Duration of Agreement:** This Agreement is effective for 12 months from the effective date (indicated below). At the end of each 12-month period following the effective date, this Agreement will automatically renew for an additional 12-month period **unless** either party notifies the other, in writing, of their intent to terminate the agreement. Such termination notice must be received before the 1<sup>st</sup> day of the 12<sup>th</sup> month of the relevant period.

**Compensation:** The Connexion will pay the Client, on a monthly basis, 80 % of all monies received by The Connexion from sales of client provided merchandise.

**Payments:** All payments due will be made by the fifteenth day of the following month.

Client agrees to pay The Connexion a one-time, non-refundable setup fee of \$ 100.

### Effective Date:

SIGNED AND AGREED to this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

THE CONNEXION \_\_\_\_\_ Client \_\_\_\_\_



## CREDIT CARDS ON TOUR

In early 1997 we began offering Credit Cards on Tour to our artists so they could accept credit cards as payment for their merchandise while touring. Since then, those artists who chose to participate in the program have realized an average increase of 30% in their Tour Merchandise Sales. Even more remarkable is the fact that these are mostly NEW sales which could not have been realized if the artist was unable to accept payment for their merchandise in the form of credit cards.

If you want to begin accepting Credit Cards immediately, just read and sign the attached Credit Cards on Tour agreement and send it back with your new department setup information. There is a one-time \$50 setup fee for which, The Connexion will:

- Provide client with a credit card swipe machine;
- Provide client with credit card slips as needed;
- Process all charges presented to it by Client within a reasonable period of time;
- Provide a monthly report detailing the charges processed; and
- Attempt to collect, on behalf of the client, any "declined" charges or "chargebacks."

**PLEASE NOTE:**

Credit Cards on Tour only offered in conjunction with our eSTORE Management Service.

**One commonly asked question:**

*"Won't it cost me more money to accept credit cards for my merch?"*

Other artists asked this question when our service began. Please remember that these are mostly new sales which you wouldn't have had if you could not accept credit cards. However, some of our artists have chosen to pass the minimal cost of the service on to those fans who wish to utilize it by way of a CCC (Credit Card Convenience) fee. It is simple, if a fan wants to pay via credit card, a CCC of \$1 can be added on to the cost of each item which the fan wants to purchase (ie. A \$15 Tshirt becomes \$16 if purchased via credit card). This CCC basically defrays The Connexion's Credit Cards on Tour costs (see the attached agreement for exact costs).

If you have any other questions please contact us for more information.

Todd Young  
Telephone: 360.333.7397  
eMail: Todd@TheConneXtion.com



## THE CONNEXION'S CREDIT CARD ADMINISTRATION AGREEMENT

THIS AGREEMENT is made by and between The Connexion and \_\_\_\_\_ (Client). The purpose of this agreement is to make clear the responsibilities and representations of both The Connexion and the Client with regard to the administration of credit card sales. Accordingly, this agreement memorializes the terms and conditions of the relationship between the Parties regarding credit card administration. Those terms and conditions of the relationship can only be enlarged or modified by a written amendment to this agreement.

### THE CONNEXION agrees to:

- provide client with a credit card swipe machine;
- provide client with credit card slips as needed;
- process all charges presented to it by Client with in a reasonable period of time;
- provide a monthly report detailing the charges processed; and
- attempt to collect on behalf of the client any "declined" charges or "chargebacks."

### THE CLIENT agrees to:

- act as an agent of The Connexion when accepting credit cards as payment for merchandise sales;
- deliver signed credit card slips to The Connexion in a timely manner to facilitate collection of such charges;
- pay any and all sales, use or other taxes resulting from credit card sales handled by Client; and
- reimburse The Connexion (by way of a charge against current charges or by payment, if necessary) for all credit card chargebacks processed and paid by The Connexion and which cannot be collected through reasonable efforts by The Connexion.

### Duration of Agreement:

This Agreement is effective for 12 months from the date indicated below. At the end of each 12-month period following this effective date, this Agreement will automatically renew for an additional 12-month period **unless** either party notifies the other, in writing, of their intent to terminate the agreement. Such termination notice must be received before the 1<sup>st</sup> day of the 12<sup>th</sup> month of the relevant period.

### Compensation:

- The Connexion will pay the Client, on a monthly basis, 80% of all credit card charges collected during the prior month. Such payments will be made by the 15<sup>th</sup> day after the end of each month.
- Client acknowledges The Connexion will pay Client 75% of any declined charges The Connexion is able to collect on behalf of Client.
- Client agrees to pay The Connexion a onetime, non-refundable set up fee of \$ 50.
- In the event of a chargeback, Client authorizes The Connexion's reimbursement through a deduction from any monies owed the Client.

### Effective Date:

SIGNED AND AGREED to this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

THE CONNEXION \_\_\_\_\_ Client \_\_\_\_\_

