



Hello and thanx for your interest in joining theconneXtion's Family of Artists!

Since 1997 theconneXtion has been empowering the Artist Community (Musicians, Filmmakers, Authors, Comedians, etc) by offering a suite of services to make your life easier and this packet provides an overview of many of them. We are adding new services all the time. Your Account Manager and your Artist Dashboard will be a great resource for keeping current - more on that later! However this packet will make getting setup very quick and easy. Please look it over and follow the instructions to sign up for the services you are interested in, and feel free to skip over the others....you can always discuss the details with your Account Manager and signup for those at a later date.

If at any time you have questions please feel free to contact us to discuss,

Todd Young, Founder and President  
512.630.2310  
[todd@theconneXtion.com](mailto:todd@theconneXtion.com)

Collin Young, Director of Operations  
512.843.2805  
[collin@theconneXtion.com](mailto:collin@theconneXtion.com)

**STEP BY STEP PAPERWORK PROGRESS** – we suggest you check off each section to be sure you have looked it over before sending setup paperwork to us.

- ☐ step1 – Basic Setup Info
- ☐ step2 – Store Management Agreement
- ☐ step3 – Opening Inventory/Price List
- ☐ step4 – Digital Download Addendum - Audio
- ☐ step5 – Digital Download Addendum - Video
- ☐ step6 – Physical Distribution via Amazon
- ☐ step7 – Library Catalog Sales Registration
- ☐ step8 – Digital Distribution to Onlinel Retail – Audio (Music/Comedy)/Film/Ebook
- ☐ step9 – Physical Distribution to Physical Retail – Audio (Music/Comedy)/Film/Book
- ☐ step10 – Licensing for Audio Sales (i.e. Cover Songs)
- ☐ step11 – Social Media Management Services
- ☐ step12 – Determine the New Store setup fee in the amount of (circle appropriate options):

\$250 NEW STORE ONLY

---FOR DIGITIZING OF AUDIO CDS FOR DOWNLOAD VIA STORE add \$10/title

---FOR STORAGE OF VIDEO FILES FOR DOWNLOAD VIA STORE

add \$24/title (15 mins or less) Or \$60/title (over 15 mins), this covers 1 year

---FOR RUSH STORE SETUP SERVICE (1 WEEK) add \$200

---FOR SUPER RUSH STORE SETUP SERVICE (72 HOURS) add \$300

---FOR PAPER CHECK SETUP FEE add \$20

---FOR REGISTERING OF TITLES WITH SOUNDSCAN add \$10 per title

PLEASE CHECK THE PAYMENT OPTION YOU SELECT:

☐ PAYPAL –pay to [accounting@theconneXtion.com](mailto:accounting@theconneXtion.com); from email: \_\_\_\_\_

☐ CHECK OR MONEY ORDER enclosed to: theconneXtion

☐ CHARGE A CREDIT CARD (VISA, MASTERCARD, AMEX)

Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CCV (security code on back of card): \_\_\_\_\_

Signature: \_\_\_\_\_

☐ step14 – After all steps are completed, please ship everything, including this sheet to:

theconneXtion/NEW STORE/<<ARTIST NAME>>  
16500 Westgrove Drive  
Addison, TX  
75001

**PLEASE NOTE: theconneXtion is unable to begin construction on your store until all items listed above are received.**



## **BASIC NEW CLIENT SETUP INFO**

Artist:

Official Website:

Name of Primary Contact (if different from artist):

Contact email address:

Contact phone number:

May we post information about your store updates (new additions, sales) on your FB and Twitter pages?

Yes / No (circle one)

**MONEY**- theconneXtion will pay you via the checked item below:

\_\_\_\_\_ PAYPAL (no fees removed); please provide your paypal payto email address:

\_\_\_\_\_ PAPER CHECK: (onetime setup charge of \$20)\*\*

\*\*Checks are good for 90 days. The ConneXtion is not liable for any fees which client may be charged because of late deposit. \$5 fee to recut an expired check.

Check payable to:

Check mail to address:

## **THE CONNEXTION**

### **STORE MANAGEMENT AGREEMENT**

This agreement is made by and between The Connexion and \_\_\_\_\_ (Client) to clarify the responsibilities and representations and to memorialize the terms and conditions of each.

**The Connexion agrees to:**

1. Build, Manage, and Maintain the Client's store
2. Report applicable sales to Soundscan
3. Handle all Customer Service, Collection of payments, Shipping of Physical Product/Digital Delivery of Digital Products
4. Pay sales taxes on sales The Connexion fulfills directly to consumers

**The Client agrees to:**

1. Grant to The Connexion the right to sell Client's merchandise worldwide
2. Grant a non-exclusive license to allow The Connexion to use the Client's Intellectual Property (name, trademark, etc) to effectively market and sell Client's merchandise.
3. The fact that it has all rights (including copyrights, trademarks, and service marks) to the merchandise they will provide to The Connexion to sell and that they have the ability to assign those rights to The Connexion. Client acknowledges that all such rights remain its sole responsibility and that The Connexion assumes no obligation or liability therefore; and that it is not under any disability, restriction, or prohibition with respect to its right to enter into this agreement.
4. Client will have reasonable audit rights, no more often than once annually, at Client's expense. A report will be final after two years.
5. Allow The Connexion to recoup all fees associated with Fraudulent or Disputed Orders.
6. Pay a storage fee on excessive storage (unless pre-approved) of \$40/month/pallet (4x4x6)
7. Keep contact information current at The ConneXtion, as notices with important information will be sent to the on-file information.
8. **Duration of Agreement:** This agreement can be terminated at any time of the Client's choosing via a written request. The Connexion will provide 60 days notice before termination if of The Connexion's choosing. Any inventory left in The Connexion's warehouse over 60 days after notice has been given becomes the property of The Connexion's and may be disposed of or otherwise cleared out with no further liability to The Connexion.

**Monies:** Payments due will be paid by the end of the month following the month of the sale.\_

- On sales of Physical Items and Digital Albums: 80% of Retail Price paid to Client.
- On sales of Individual Digital Audio Tracks: 50% of Retail Price paid to Client.
- On sales of Digital Video Downloads: Retail Price -\$4 paid to Client

If Client sells less than \$1000 of Physical Items in a 12 month period, Client agrees to pay The ConneXtion a \$200 Low Sales Fee in the 13<sup>th</sup> month.

Signed and Agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Client: \_\_\_\_\_

The Connexion: \_\_\_\_\_

## THE CONNEXION

### Incoming Inventory and Price List (Physical/Digital Items)

theconneXtion is a full service Merchandise Manufacturing Company, if you would like a quote on any job (including future restocking of provided items) or just to chat about your thoughts for future merchandise, just let us know!

\_\_\_\_\_ I would like to speak with my Account Manager about your Merchandise Manufacturing Service

**\*Provide no more than 30 pieces of hard goods/title (ie. Cds/Dvds/Vinyl/Books) and no more than 12 pieces/size and style for wearables. If you send more than the amounts suggested without preapproval, you will be subject to a warehousing fee.**

\*Include Full Barcode (12 digits) if you want sales reported to SoundScan. If you are not registered with SoundScan, include \$10 per title and we will take care of it for you.

## PHYSICAL MERCHANDISE LISTING

[illegible]

### DIGITAL ITEMS LISTING

[illegible]

**THE CONNEXTION**  
**DIGITAL DOWNLOAD ADDENDUM**  
**AUDIO (Music/Comedy/Spoken Word)**  
**Direct to Consumer Sales via Store**

1. Client's Store Management agreement with The Connexion is amended to conform to the following additional terms and conditions; and agrees to pay an upfront \$10.00 "Digital Download Set-Up Fee" for each CD subject to this authorization.
2. Client authorizes The Connexion on a non-exclusive basis to make available to consumers digital downloads of audio content including but not limited to complete cds, individual tracks from cds, live shows, etc.
3. Client is informed and understands that the compulsory mechanical reproduction license required under US copyright law for the recording of songs onto hard-copy CDs are not or may not cover digital reproductions and deliveries. Client warrants and represents that it has secured all third party licenses necessary to allow The Connexion to fulfill digital deliveries  
OR  
will authorize The Connexion to secure those licenses on Client's behalf (via #4). If Client secures the licenses, The Connexion assumes no obligation or liability for third party rights clearances.
4. All tracks on the following CDs are covered by this Digital Download Authorization:

CD (Album) Title

- (i.)
- (ii.)
- (iii.)
- (iv.)

If there are more than four CDs (Albums) covered by this Digital Download Authorization, attach and initial an additional sheet, marked "Covered CDs (Albums), continued."

**IMPORTANT! IF YOU DO NOT HAVE DIGITAL REPRODUCTION RIGHTS CLEARED ON ALL SONGS AND TRACKS, YOU MUST REQUEST THE CONNEXTION TO SECURE THE LICENSE OR GET THEM YOURSELF – see Licensing Service for Digital and Physical Audio Sales in this agreement for more info.**

5. Client represents and warrants that Client is not under any disability, restriction or prohibition that restricts Client's ability to enter into this Authorization and that the facts asserted by Client are true and accurate statements. Client indemnifies The Connexion (including legal fees and costs) against any claims alleging facts that are a breach of Client's representations and warranties.
6. Client has read, understands, and accepts the terms and conditions of this Authorization on behalf of all band members and composers.

Client: \_\_\_\_\_

**THE CONNEXTION**  
**DIGITAL DOWNLOAD ADDENDUM**  
**VIDEO (Music Video/Feature Film/Short)**  
**Direct to Consumer Sales via Store**

1. Client's Store Management agreement with The Connexion is amended to conform to the following additional terms and conditions; and agrees to pay an upfront \$2/month for Digital Videos of 15mins or less and \$5.00/ month for Digital Videos of over 15mins. This "Storage Fee" applies to each item subject to this authorization.
2. Client authorizes The Connexion on a non-exclusive basis to make available to consumers digital downloads of video content including but not limited to complete Movies, Shorts, Music Videos, etc.
3. Client warrants and represents that it has secured all third party licenses necessary to allow The Connexion to fulfill digital deliveries
4. Client represents and warrants that Client is not under any disability, restriction or prohibition that restricts Client's ability to enter into this Authorization and that the facts asserted by Client are true and accurate statements. Client indemnifies The Connexion (including legal fees and costs) against any claims alleging facts that are a breach of Client's representations and warranties.
5. Client has read, understands, and accepts the terms and conditions of this Authorization

Client: \_\_\_\_\_

**THE CONNEXTION**  
**Physical Distribution via Amazon.com**

TheconneXtion is able to handle all your needs in regard to getting your CDs and DVDs listed and for sale on Amazon.com. Arguably the world's largest "market-place," having your content for sale physically on Amazon will allow you to further maximize exposure to your audience and increase your sales. And the best part is, we do almost everything.

Once you fill out the needed info, we will create the listing, handle the inventory, fill the orders, and collect all the money you're due. All you have to do is sit back and see your pay-outs grow!

TheconneXtion will pay you 70% of all monies received, and there is ABSOLUTELY NO SET-COST OR FEES! (Please note that if you have us create an offer that we then have to remove within 180 days, there will be a \$30 Offer Removal Fee)

If you would like to opt into this service, please sign and date on the line below. This signature will authorize theconneXtion to list all eligible physical products through the Amazon platform. If you would like to specify certain products not to list, please make a note of those to be omitted below. If you have any questions, please contact [collin@theconneXtion.com](mailto:collin@theconneXtion.com)

Signature of Client: \_\_\_\_\_

Date: \_\_\_\_\_

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

Products to be Omitted:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_



## **The ConneXtion US/Canada Library Catalog Registration**

theconneXtion is proud to offer an exciting service which will allow you to enroll ANY of your CDs/DVDs/Audio Books in the catalog of titles circulated through the public library systems of the US and Canada. The process is extremely easy, all you have to do is sign below.

Some info on our wholesale partnership:

A wholesale distributor which sells only to public libraries across the United States and Canada, they have been in business for over twenty years and have shown steady positive growth. Currently they carry DVDs, music CDs, and audiobooks, and sell to approximately 5,500 main public libraries, which service 14,000 different branches.

They have custom designed their website with libraries specifically in mind. Hailed as one of the best acquisition websites available to libraries, the site receives over 5,000 hits a day and generates approximately 75%–85% of all the orders. They also produce a monthly buyer's guide for all three of the media formats. These catalogs reach roughly 8,800 libraries a month, and the quarterly catalogs reach approximately 14,000 libraries.

This wholesale channel will help move more of your product!

The wholesaler will purchase product from you at sixty percent of the retail price of the product. This sale to the wholesaler will be paid out at the normal rate for any transaction via theconnextion.com.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

## **The ConneXtion's Digital Distribution to Digital Retail Services** **(Music, Film, Book)**

### **Digital Distribution to Retail for MUSIC and MUSIC VIDEO**

Let theconneXtion distribute your music / music video content to all the Digital Retailers you can name (Itunes, Amazon, eMusic, Napster, etc) and 100s you probably cant and see your sales grow, your tour numbers increase, and most importantly your creative output get the audience it deserves!

- ⌚ Worldwide digital distribution
- ⌚ Consolidated monthly royalty and sales reports
- ⌚ Storage and encoding for all your content
- ⌚ Pre-negotiated deals with the leading online and mobile services.
- ⌚ Promo only services available
- ⌚ Video ringtone creation
- ⌚ Strategic marketing packages geared towards the specific needs of your music content

**.....all for NO SETUP FEE and 85% PAID monthly and included with your official store's sales!**

**\*\*PLEASE INITIAL HERE OR CONTACT [collin@theconneXtion](mailto:collin@theconneXtion) for more information:**

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### **Digital Distribution to Retail for FILM**

theconneXtion will digitally distribute your content to the widest variety of online and mobile services available in today's market. Whether you're a large entertainment conglomerate or a first time filmmaker, theconneXtion is your key to content monetization and global recognition.

**\*\*PLEASE INITIAL HERE OR CONTACT [collin@theconneXtion](mailto:collin@theconneXtion) for more information:**

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### **Digital Distribution to Retail for BOOKS**

strategic planning - conversion solutions - marketing - distribution - sales & royalty tracking

theconneXtion is a trusted solution for authors, agents and publishers of all size to effectively navigate the emerging digital publishing marketplace. We bring years of digital media distribution experience to the table. We believe in the future of bookselling and want to help remove the complexity of the process to ensure you achieve your goals.

theconneXtion leverages a robust digital distribution platform and technological expertise to deliver your content worldwide.

**\*\* INITIAL HERE: \_\_\_\_\_ or CONTACT [collin@theconneXtion](mailto:collin@theconneXtion) for more information**

**The ConneXtion's Physical Distribution to Physical Retail Services**  
**(Music, Film, Book)**

While the Digital Retailers capture the headlines, we can't forget that 50% of sales still come in the form of physical product being sold directly to the consumers/fans. The ConneXtion is proud to have a strategic partner which focuses on getting your product into the hands of those stores, and ultimately into the hands of your FANS!

With a global reach and accounts with more than 1000 National and Local accounts in the USA, let us help you get your product to where your fans are!

\*\* INITIAL HERE: \_\_\_\_\_ or CONTACT [collin@theconneXtion](mailto:collin@theconneXtion) for more information

## **THE CONNEXTION**

### **Licensing Service for Digital and Physical Music Sales**

Have you a great cover song in your repertoire (or in your head) that you are just busting to share with the world? Did you record it and now you think you can't sell it? Are you holding back because of the legal and licensing issues? Well, wait no longer!

theconneXtion can obtain a mechanical license for any cover song quickly and easily with no fear of denial whether for Physical (cds/vinyl), Digital Downloads to Fans (via your store), or Digital Downloads via Retail (Itunes, Amazon, etc).

A mechanical license is an agreement that allows musicians to record and distribute a composition they don't control. Many publishers require a separate license for each physical and digital use.

***If you would like more information regarding this service, including a cost estimate, please sign on the line below and we will contact you to discuss:***

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**THE CONNEXTION**  
Social Media Management Services

The ConneXtion has a team of experts in Fan Engagement!

Let us help you setup/manage/maintain your SMM presence to effectively and consistently engage your audience!

Today an email list simply isn't good enough. Social Media is at the forefront of fan engagement and traction for your brand today. We will build, maintain, and grow you're your social presence across the web while staying focused on portraying a consistent branded image. Building a strong one-to-one relationship with your fans is our priority as we truly enter the direct-to-fan era. We'll utilize popular platforms such as Facebook and Twitter, while also using complimentary tools like blogs and community sites to effectively market your brand...all while providing weekly reports to help you track the success of your campaigns.

***If you would like more information regarding this service, including a cost estimate, please sign on the line below and we will contact you to discuss:***

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