



FLAMELESS LIGHTING MAP POLICY
Effective May 1, 2018

MAP Policy

In order to build integrity and drive equity for the Hollowick Flameless Lighting products by emphasizing the value and quality of these products through advertising and marketing, Hollowick has established a **Minimum Advertised Price (MAP) Policy**. All authorized Dealers, Resellers, Website Dealers and Distributors (hereinafter collectively “Resellers”) must follow this MAP Policy, effective May 1, 2018, for the advertising and marketing of these specified products purchased through the Hollowick program.

Hollowick Flameless Lighting Products Covered:

- Nexis® LED Candle System and components
- Platinum+ LED Candle System and components
- V12 LED Candle System and components
- Real Wax LED Flameless Pillar Candles and components
- Battery Powered LED Tealights

All authorized Resellers must agree to the terms and conditions of the following MAP policy.

MAP Policy Guidelines

- All advertised prices must be set at or above the current Hollowick established “list” pricing less 20%.**
- All products advertised or displayed must carry the Hollowick Brand Logo.
- Resellers are not required to list prices in advertising; however, if a price is listed, it must be at or above the MAP. Other statements such as “call for price” or “call for quote” are acceptable and permitted.
- Resellers are responsible for ensuring their pricing is at or above MAP on any and all internet search engines. Resellers are free to set the actual resale price of any product.

The Hollowick Flameless Lighting MAP Policy applies to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcasts (radio, TV, etc.), direct mailers, faxes, internet placements on Amazon or with any other internet third parties (banner ads, broadcast emails, destination pages, etc.), internet placements on Resellers own or related organization website, and any flyers, posters or coupons.

Internet Site Pricing

Pricing for covered products openly listed on any internet site is considered “advertised pricing” and must adhere to the Hollowick Flameless Lighting MAP Policy. Covered product pricing shown in a website “virtual shopping cart” may be listed below MAP provided it is not openly advertised.