



***Otter***<sup>®</sup>

New Dealer / Distributor Application

## LEGENDARY SLEDS & SHELTERS

Otter has long been the undisputed leader in the development of the highest quality and most innovative ice fishing shelters and sleds on the market. As an Authorized Otter Dealer, you will enjoy the benefits of working with a first class organization. We are committed to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base. Otter is a well-respected, stable and trusted manufacturer delivering the latest in innovation and design.

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – The most durable sled on the market allows for the strongest, most rugged base for your flip over fish house.
- **Best in Class warranty** – 1 year warranty on fish houses and up to 2 years on sleds
- **Preparing you for success** -
  - Best in Class Sales, Marketing and Customer Service team for you and your customers
  - The Otter team is always available and can provide you the tools, training, and resources necessary to be successful.
- **Telling our story** – We are continuously building Otter brand awareness and providing our Dealers with tools to connect with new customers. Dealers have access to:
  - Content – New articles consistently produced on Otter products, info, tips, features and benefits. Dealers are able to use socially, in email newsletters, on their website and in-store.
  - New lifestyle & product images added annually to showcase Otter products, and to keep your marketing assets fresh and up-to-date.
  - Library of videos to use as needed, with new videos added annually
  - Sales support materials
  - Apparel and promotional items available for purchase

## REQUIREMENTS OF OTTER DEALERS

- **A solid position within your market** - That is visible and provable to us through your current customer reach and traditional and digital marketing efforts.
- **Proudly offer the Otter product line to your customers**
  - Represent and promote Otter products on your website, for which we will provide you with the product images and specifications to achieve this.
  - Display Otter product in your showroom or lot
  - Market and advertise Otter products following our Minimum Advertised Price (MAP) structure
  - Follow Otter branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Otter must have approval from Otter's marketing department prior to distribution.
- **Provide the highest level of customer service and support to your customers and market outreach**
- **The ability to buy and stock product commensurate with customer demand in your market.**

## GETTING STARTED

- **Complete New Customer Set-Up Application**
- **Complete Business Information**
- **Complete Dealer Locator Information (Optional)**
- **Review Rhino Contact Information (For your Records)**



## NEW CUSTOMER SET-UP APPLICATION

### BILLING ADDRESS:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

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

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

### SHIPPING ADDRESS:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

\* If applicable, please attach additional documentation outlining any specific freight instructions

### ACCOUNTING & PURCHASING:

#### Accounts Payable:

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

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

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

#### Buyer:

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

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

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

All invoices are sent via email within 24 hours of shipment. In the case you do not want them sent to the AP email address above, please specify a new one here: \_\_\_\_\_

#### General Terms & Conditions:

1. Standard Payment Terms are N30, any other agreement needs to be pre-approved.
2. A finance charge of 1.5% per month will be added to all unpaid balances over 30 days
3. No additional credit will be extended to past due accounts unless satisfactory arrangements are made with our credit department.

### MARKETING:

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

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

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

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

### LOGISTICS / SHIPPING:

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

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

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



411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358





## BUSINESS INFORMATION

Type of Business: \_\_\_\_\_

Date Business was established: \_\_\_\_\_

Are you a: \_\_\_\_\_ Corporation \_\_\_\_\_ Partnership  
\_\_\_\_\_ Sole Proprietorship \_\_\_\_\_ Other

Tax Exempt: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, a Tax-Exempt Certificate must be completed and sent with application.

### Bank Information:

Name of Bank: \_\_\_\_\_

Address: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

### Please provide (3) References:

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

Address: \_\_\_\_\_

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

Business Relationship: \_\_\_\_\_

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

Address: \_\_\_\_\_

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

Business Relationship: \_\_\_\_\_



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

Address: \_\_\_\_\_

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

Business Relationship: \_\_\_\_\_

I confirm that the above information is true and accurate. I authorize Rhino to contact the above references and/or bank for the purposes of establishing credit. I have read the terms stated within this document and agree to these conditions.

Authorized Signature/ Printed Name: \_\_\_\_\_

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

Personal Guaranty

**Personal Guaranty.** In consideration of Rhino, Inc. or its affiliates, including but not limited to American Roto Tool, Inc. and Rhino Tuff Tanks, LLC, Otter Outdoors, LLC, Beavertail Products, LLC, and Wave Armor, LLC (collectively referred to herein as “Rhino”) extending credit to Applicant, the undersigned (“Guarantor”) unconditionally guarantees to Rhino the full and prompt payment of all obligations of Applicant at any time owing to Rhino under the Agreement, including the payment of attorney’s fees and other expenses incurred by Rhino in enforcing the Agreement or this guaranty. This is a guaranty of payment and not collection. It is understood that this guaranty will be a continuous, continuing and irrevocable guaranty and indemnity for such indebtedness. Venue and jurisdiction for any legal action will be in Wright County, State of Minnesota. Guarantor understands and agrees that Rhino is under no obligation to proceed against Applicant for the collection of any indebtedness arising from the Agreement. This Agreement shall bind the heirs, administrators, representatives, successors and assigns of the undersigned and may be enforced by or for the benefit of any affiliate, assignee or successor of Rhino. **The undersigned Guarantor, recognizing that his or her individual credit history may be a necessary factor in the evaluation of this guaranty, hereby consents to and authorizes Rhino to obtain a credit report regarding the undersigned, from time to time as Rhino deems appropriate in its sole discretion.**

Printed Name/ Guarantor: \_\_\_\_\_ Date: \_\_\_\_\_

Must be signed with pen – not electronic.

\*\* This application needs to be emailed to Accounts Receivable or faxed to: 320-963-6192. Orders will not be accepted until the application is accepted and payment method is approved.



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## DEALER LOCATOR / LEAD REQUEST FORM

The online Dealer Locator tool allows consumers to locate Authorized Otter Dealers in their area and will be utilized by Otter to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have enough Otter product knowledge to answer basic product questions, have stock or can willingly get product in a timely manner and have a web presence promoting the Otter brand.

### To qualify to be listed on our Dealer Locator and receive leads from Otter, you must:

- Complete and return this request form to [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com).
- Have placed and received orders from your Distributor within the past year.
- Have stock on hand or be willing to immediately order product to meet the consumer demand.
- Have working knowledge of the Otter products you market.
- Provide accurate contact information with updates if there are any changes.
- Indicate on your website that you are an Authorized Otter Dealer.

### COMPANY INFORMATION

Company: \_\_\_\_\_

Contact(s): \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

City State Zip: \_\_\_\_\_

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

This must be a phone # that is answered regularly and messages returned promptly

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

Purchase products through Distributor: \_\_\_\_\_

Otter products I plan to market (check all that apply):

- FLIP OVER SHELTERS     HUB     SHELTERS  
 ACCESSORIES

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

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



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## WHO'S WHO AT OTTER

### ADDRESS

Rhino Inc / Otter Outdoors  
411 Congress St W  
Maple Lake, MN 55358

### CUSTOMER SERVICE HOURS

Monday – Thursday: 8:00 AM – 3:00 PM CST  
Friday: 8:00 AM – 2:00 PM CST

### SHIPPING HOURS

Monday – Friday: 8:00 AM – 3:00 PM CST

### GENERAL

NAME	PHONE	E-MAIL
Customer Service - General	1-877-46- OTTER	customerservice@otteroutdoors.com
Customer Service - Orders		orders@otteroutdoors.com
Accounts Receivable – Kathy Larson	320-963-2562	AR@rhinomade.com

### MANAGEMENT

NAME	POSITION	PHONE	E-MAIL
Jennifer Johanneck-Eystad	President	Office: 320-963-2532	JenniferE@rhinomade.com
Troy Tufto	Sales Manager	Cell: 320-248-9544	troy.tufto@otteroutdoors.com

### INSIDE SALES & MARKETING

NAME	CONTACT	PHONE	E-MAIL
Ryan Schaefer	Account & Promotions Manager	Office: 320-963-2543	Ryan.schaefer@otteroutdoors.com



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