

# event essentials

---

Dear Business Customer:

Thank you for your interest in opening a commercial charge account at Event Essentials.

Enclosed are the forms needed to evaluate your credit worthiness. When we receive the completed forms we will verify your credit performance and, if satisfactory, will be pleased to extend credit privileges to your firm or organization.

## The Terms

Our terms are Net 30 days from the invoice date. Payments are made from the copy that says "Invoice" at the top right and "Please pay from this invoice" in the body.

**Remittances should be mailed to 2209 South Stoughton Road; Madison, WI 53716-2894.**

A service charge of 1.5% per month (18% per year) is assessed on overdue balances. Past due accounts are automatically placed on "cash" status; therefore, it is important the account remains current.

There are three forms to complete and return:

## The Forms

1. **Credit Application:** Please provide the information necessary to set up an account, evaluate your credit worthiness, determine ownership, and acknowledge our terms.
2. **Account Receivable Information:** Please provide the information to properly set up your account such as billing address, special instructions, purchase order requirements and tax status.
3. **Damage Waiver Option:** Review the Damage Waiver Plan explanation or refer to the contract conditions regarding Damage Waiver and select the option to be coded on the account. You may elect to have the account with or without Damage Waiver.

## Thank You!

Thank you for your interest in Event Essentials. We look forward to providing our equipment and services.

Greg Goke  
General Manager

Enclosures



# event essentials

## Commercial Credit Application

Page 1 of 3

Company Name				Years in Business	
Street Address					
City		State		Zip	
Phone		Fax		Estimated Monthly Business	
Product or Service			Website		

Type of Ownership (Check One)				
Individual	Partnership	Corporation	Government	Other (Please specify)

Owners and Key Managers				
Name	Title	Address	Phone	E-Mail

Trade References (please include at least one Madison-area reference)	
Name	
Address	
City, State, Zip	
Phone/Fax	
E-Mail Address	
Name	
Address	
City, State, Zip	
Phone/Fax	
E-Mail Address	

Bank References	
Bank Name	
Contact Name	
City, State	
Phone/Fax	
E-Mail Address	



# event essentials

## Accounts Receivable Information

Page 2 of 3

Invoices Should Be Mailed To:					
Company Name					
Mailing Address					
City		State		Zip	
Phone			Fax		
A/P Contact				Title	
A/P Contact E-Mail		A/P Phone		A/P Fax	

Persons Authorized to Charge on This Account:	

Please List Special Instructions or Billing Requirements (Job Number, Job Location, Client, etc.)

Set Up Questions	Yes	No	
Purchase Order Required?			
E-Mail Statements and Invoices?			E-Mail
Exempt from Sales Tax?			Tax Number
<b>If sales tax exempt, please furnish the appropriate signed tax certificate. The tax number alone is not sufficient. A tax certificate with an authorized signature is required.</b>			

I agree to pay Event Essentials in full within 30 days from the invoice date. I further agree to pay service charges and collection fees on past due amounts.					
Signature					
Printed Name		Title		Date	

Event Essentials Office Use Only	
Credit Approved By:	Date:
Credit Declined By:	Credit Limit:
Reason:	



# event essentials

## Damage Waiver Option

Page 3 of 3

The Damage Waiver is offered to customers because the value of professional quality rental equipment can be high and may be susceptible to accidental damage through use.

Damage Waiver costs 10% of the covered rental charges.

Please refer to the Explanation of Damage Waiver or the rental contract for further information on the Damage Waiver.

### Please select which option to apply to your account

	<b>Without</b> Damage Waiver – If damage to the rental equipment is incurred, the customer accepts financial responsibility for replacement or repair.
	<b>With</b> the Damage Waiver – If damage to the rental equipment is incurred, Event Essentials waives collection of repair and replacement charges for accidental damage. The cost is 10% of covered rental charges. (Subject to limitations on certain equipment noted on the contract.)

**This option will be recorded on your account and will apply to all future transactions unless modified in writing.**

**If you have any questions regarding the Damage Waiver, please call.**

Company Name			
By: Name (Please Print)		Title	
Signature		Date	



# event essentials

---

## Explanation of Damage Waiver

Care of rented equipment, while it is in the customer's possession and control, is the responsibility of the customer; just as if the equipment was owned property. Consequently, the customer should return equipment in much the same condition as it was received, normal wear and tear exempted.

In some cases, because the value of professional-quality rental equipment can be high and equipment can be susceptible to damage through use, customers may feel the need to protect against the cost of repair or replacement due to accidental damage.

The Damage Waiver is offered for those instances where the customer does not want to accept financial responsibility of replacement or repair should something happen where damage to the rental equipment is incurred.

When the Damage Waiver option is accepted, the customer is not liable in most circumstances for the cost of repair or replacement. For an additional cost of 10% of the covered rental charges A to Z will waive the costs of repair or replacement due to accidental damage during normal use. Some limitations may apply for certain types of equipment and is disclosed for those items on the face of the rental contract.

The Damage Waiver does not cover loss due to theft or disappearance. The equipment must be returned to be covered under the Damage Waiver.

The customer is required to take reasonable precautions against damage by securing equipment during transport, securing equipment against theft or vandalism, maintaining the equipment while in his/her possession\*, and prohibiting inappropriate use. Additionally, Damage Waiver would not apply if damage resulted from violation of the terms of the rental contract or use not permitted by law.

The 10% Damage Waiver is automatically added to the charges unless you have declined the coverage by initialing the rental contract in the appropriate place before taking possession (or delivery) of the rental equipment.

Business customers with open accounts will have their choice regarding the Damage Waiver option automatically recorded on the account record when the account is set up. A form is available to select the option as the default on the account.

Please refer to the back of our rental contract for complete details of the Damage Waiver and terms of the rental agreement.

\*If, during the rental period, you find that the equipment is in need of routine or preventive maintenance or repair please return the equipment to our shop for attention. We will either exchange the unit or repair the equipment as soon as possible.

