

## CamelBak Reseller FAQs

### **Why is CamelBak instituting a Dealer Authorization Program?**

To ensure end users purchase only from Authorized CamelBak Dealers capable of communicating our unique technology, performance and usability benefits.

### **How do I begin the Authorization process?**

On this site (<http://Authorization.CamelBak.com>) select “Register” or “Start Here”, select your Reseller Authorization type, enter your prompted codes, your specific information and you’re on your way.

### **What are the Authorization types?**

#### Reseller Authorization Types

Direct Dealer – Existing – CamelBak Dealer who purchases directly from CamelBak and has a current Account Number

New Direct Dealer – New – New Dealer with a Rep Code from a CamelBak Sales Manager or Manufacturers Rep firm

Distributor - A wholesale Distributor who sells to Dealers but not directly to end users

Indirect Dealer - Dealer who purchases through an Authorized CamelBak Distributor

### **How do I secure my Pass Code?**

Indirect Dealer - From your Authorized CamelBak Distributor. You only need to complete the Authorization process ONCE with CamelBak to be eligible to purchase from any Authorized CamelBak Distributor. You do not need to register with a code from each Distributor.

Direct Dealer - Existing - From the Portal Registration Instructions email or snail mail communication sent to you from CamelBak and/or your Manufacturer’s Rep firm.

Direct Dealer – New – From the Portal Registration Instructions email available from a CamelBak Sales Manager or Manufacturers Rep firm.

Distributor - From the Portal Registration Instructions email or snail mail communication sent to you from your CamelBak Sales Manager or Manufacturers Rep firm.

### **How do I know what Account Number and State to enter? (For Direct Dealers and Distributors only)**

Your CamelBak “Bill To” Account Number is entered in our Portal entry database. Enter your “Bill To” Account Number and the corresponding State for access.

## What information should I have available for the Authorization?

Be prepared to provide the following:

- **First and Last Name** - Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums
- Creation of a **User Name** for your company that **cannot** be changed
- Creation of a **Password** that can be changed
- **Primary Email Address and two additional Email Addresses** to be used for all critical CamelBak email business communications.
- **Primary Company Telephone number** to be used as the search key for inquiries into the validation of your Authorization status (Distributors will use this tool to validate Authorization status of Indirect Dealers)
- **Primary Company Website URL** (if applicable)
- **Company legal name** – correct spelling is important
- **Company DBA(s)** – accuracy and correct spelling are important as this is the Company Name we will use for our End User Dealer locator
- **Primary Company headquarters/corporate/legal address**
- **Business contacts** including owners, officers, purchasing, marketing, training, accounts receivable, etc.
- Additional company details, Internet activity (if applicable), business, training and marketing information

## What if we're interrupted in the middle of completing the Authorization profile?

There is a “Save and Continue” button at the end of each page of the Authorization process that saves your information so you can resume once you log back in with your User Name and Password.

## How do I return to where I left off if I logged out or was logged out of the Portal before completing my Authorization?

- ⌚ Enter your User Name and Password in the “Returning User? Login Here” area of the Portal Home Page
- ⌚ Select “Login”
- ⌚ Select “My Profile” on the horizontal bar
- ⌚ Hover your cursor over “My Profile” on the horizontal bar and select the page to resume your Authorization.

## What if I've forgotten my Password and/or User Name?

**If you've forgotten your Password** - Below the “Returning User? Login Here” section of the Home Page, select the “Forgot Password or User Name?” link. On the next screen, enter your User Name and press the “Send Password” button. A temporary Password will be sent to the Primary Email address specified.

**If you've forgotten your User Name** - Below the “Returning User? Login Here” section of the Home Page, select the “Forgot Password or User Name?” link. On the next screen, in the blue box at the end of the sentence, select “click here” and in the next screen enter the Primary Email

address specified in your Registration, select “Submit” and your User Name will be sent to that address.

**Why does CamelBak need all this information?**

This facilitates selecting the best possible resellers for CamelBak products and understanding what we as a manufacturer need to provide you to most effectively support your success in representing, presenting, demonstrating and marketing the CamelBak brands and products

**Does the completion of the Authorization process and submission of our application guarantee approval?**

No. All applications and their content will be reviewed by the CamelBak management team for individual approval.

**Who needs to sign the CamelBak Reseller Agreement?**

The signatory for the e-signature electronic execution of any CamelBak Reseller Agreement must be authorized and have the authority to enter into the Agreement with an e-signature on behalf of their company. Outside of physically selecting the Agreement and Addendum “I Agree”, the Unilateral “I Have Read” and the “Submit Registration” buttons, non-signatory personnel are able to enter the requested Profile information.

**How long will the Authorization application process take?**

Anticipate 25-35 minutes to review the Reseller Agreements and complete your company profile.

**Can we sell CamelBak products to anyone? Anywhere?**

No, the CamelBak Reseller Agreements authorize Direct & Indirect Dealers to sell CamelBak products only to end users in the United States. The CamelBak Distributor agreement authorizes distributors to sell CamelBak products only to Authorized Direct & Indirect Dealers in the United States.

**Does approval include authorization to sell CamelBak products on the Internet?**

No. Within the Company Information section there is a prompt for Direct Dealers to complete an Internet Sales Addendum and application for Internet Sales Authorization consideration. Additional in depth information is required in regard to your URLs, sales performance, product mix, participating marketplaces, marketing activity, customer service and transaction capabilities.

**Why do we need to enter all our Brick & Mortar locations?**

The Dealer Locator tool on the CamelBak consumer website will be powered by the Portal database ensuring end users are directed to only Authorized CamelBak Dealer locations.

**What if an Authorized Direct Dealer needs to purchase fill-in product from an Authorized CamelBak Distributor... How will the Distributor confirm the Dealer is authorized to purchase CamelBak products?**

To confirm Authorization of Direct or Indirect Dealers, Authorized CamelBak Distributors enter the Direct or Indirect Dealer's ten (10) digit primary telephone number into the Dealer Verification box on the home page of this site. All location phone numbers will validate in search as well.

**Does authorization entitle Indirect Dealers to buy directly from CamelBak?**

No, the authorization entitles Indirect Dealers to buy CamelBak products from and only from Authorized CamelBak Distributors.

**How long until I hear back from CamelBak on our Authorization request?**

Typically, 3-5 business days or less.

**What do I do if I am not receiving notification or Password reset emails?**

Since your ISP probably uses some type of spam filter we ask that you add us to your trusted list of senders, contacts or address book, also known as white-listing.

If you do not see an email from **Register@CamelBak.com** in your inbox, due to the overzealous filtering by ISPs our email may have mistakenly been sent to your spam folder. Please open your spam folder, look for it there, open it and mark it as "not spam."

If you still do not see the email, you may need to white-list our address:

**Register@CamelBak.com**. Every email provider has different instructions for white-listing.

[Click here for instructions for how to white-list our email address on most email providers.](#)

**How do I get more information?**

Complete the form accessible by clicking the "Contact Us" tab or email us at

[ContactHelp@CamelBak.com](mailto:ContactHelp@CamelBak.com)