



2022 Minimum Advertised Price (MAP) Policy Guidelines

The MAP Policy is in place as a price protection tool to regulate advertising, protect brand value, and ensure healthy profit for our valued partners. It is our recommended final sale price.

The MAP Policy covers the following advertising media:

- All online content
- Publications including newspapers, newspaper inserts, weekly circulars, magazines, periodicals, and other print media
- Direct mailers including flyers, newsletters, and email campaigns
- Pre-printed materials including posters, brochures, or in-box inserts, banners, and faxes

Guidelines:

- Minimum advertised pricing is sent by Spaceman to each dealer
 - MAP pricing will be changed upon Spaceman's discretion. Company will have three (3) business days to update MAP after change has been implemented.
- Price is clearly advertised by Dealer at, or above MAP pricing sent by Spaceman USA
 - The MAP Policy requires that a price no less than the MAP be shown on all mentioned "advertising media"
- It is not implied that price will be lower than MAP (i.e., strikethrough of pricing or call for pricing)
- Price is not discounted lower than MAP throughout entirety of checkout process unless customer has logged into their account.
 - Logged in price will not be discounted beyond 3.5% off MAP
- Price is not discounted lower than MAP through an automatically generated email ("enter email to be instantly sent the price")
- Email campaigns, direct mail campaign, and all other advertisements to be at or above MAP pricing
- Promotions (promo code, coupons, etc.) will not advertise machine(s) below MAP pricing
- Spaceman prohibits the use of split-screen, side-by-side advertising, or pop-ups to advertise a similar product of any other brand. Spaceman prohibits any dealer or distributor from directing (automatically, inadvertently, or otherwise) a Spaceman customer who is in search of a Spaceman product or item number to any other brand.

Purchase orders placed during times of MAP violation will not be honored.

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