

**CREDIT APPLICATION**  
-NET 30 ACCOUNT-

**1) APPLICANT INFO**

COMPANY NAME \_\_\_\_\_

FED. TAX I.D. # \_\_\_\_\_ NATURE OF BUSINESS \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TEL: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**2) PAYABLE INFO**

ACCOUNTS PAYABLE CONTACT: \_\_\_\_\_

TEL: \_\_\_\_\_ EXTENSION: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PURCHASE ORDER REQUIRED?  YES  NO, SIGNATURE REQUIRED?  YES  NO

ARE YOUR RENTALS EXEMPT FROM SALES TAX?  YES  NO (if exempt please provide completed and signed NYS Department of Taxation and Finance *form ST-121*)

**3) INSURANCE INFO** (provide a Certificate of Insurance naming Adorama Rental's as a loss Payee)

INSURANCE COMPANY: \_\_\_\_\_ POLICY NO: \_\_\_\_\_

INSURANCE AGENT: \_\_\_\_\_ TEL: \_\_\_\_\_

PLEASE NOTE: Without Certificate of Insurance naming Adorama rental's as a loss payee a hold will be placed on your credit card for the value of the equipment being rented.

*(See page 2)*

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**4) BANK REFERENCE**

BANK NAME \_\_\_\_\_

BRANCH ADDRESS \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

**5) TRADE REFERENCE**

A) COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

B) COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

C) COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

D) COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ TEL \_\_\_\_\_ FAX \_\_\_\_\_

THE UNDERSIGNED AUTHORIZES RELEASE OF ALL BANKING AND CREDIT INFORMATION, REQUESTED BY ADORAMA INC. THIS FORM MAY BE REPRODUCED, PHOTOCOPIED, AND FAXED COPY SHALL BE AS EFFECTIVE AS THE ORIGINAL CONEST I HAVE SIGNED

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

(See page 3)

**CREDIT APPLICATION**  
-NET 30 ACCOUNT-  
**AUTHORIZATION TO CHARGE CREDIT CARD**

As a condition of opening a net 30-day account with Adorama Rental's, we require all applicants to provide us with proper credit card billing information before any goods and/or services are provided.

Purpose: In the event that any invoice billed to the company named below is not paid Within 60 days of the invoice date, Adorama Rental's reserves the right to charge the credit card listed below for the total invoice amount, without prior written Or verbal notification to the cardholder.

**It is your responsibility to contact Adorama Rentals' accounting department if you are unable to pay any given invoice within 60 days, in order to arrange for an alternate payment schedule.**

PLEASE COMPLETE THE FOLLOWING:

COMPANY NAME \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

CARDHOLDER'S SIGNATURE

\_\_\_\_\_

AUTHORIZED USER(S)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Today's Date \_\_\_\_\_

Photocopy of credit card noted above *must* accompany this form

**(See page 4)**

**RENTAL AGREEMENT**

- 1. ADORAMA RENTALS** hereby rents to \_\_\_\_\_ [“RENTER”] and RENTER hereby rents and hires from ADORAMA RENTALS all of the items of EQUIPMENT and other property described on the packing list attached to and made a part of this rental agreement [the “EQUIPMENT”].
- 2. TERM.** The term of this Rental Contract commences on the “Start Date” shown on the packing list and ends when the EQUIPMENT is returned in good condition and repair to ADORAMA RENTALS’s premises. It is the obligation of RENTER to arrange for the pick-up and return of all EQUIPMENT, and all such transportation is at the sole risk and expense of RENTER. Prior to the return of any digital equipment, RENTER shall remove all tagged data for example, RAW, TIFF and JPG files.
- 3. RENT.** The rent for each and every item of EQUIPMENT is the amount set forth on the attached packing list. ADORAMA RENTALS shall be entitled to immediate payment of all Rentals at the conclusion of the Rental Term.
- 4. SECURITY.** To insure the timely return of the EQUIPMENT to ADORAMA RENTALS at the conclusion of the term in good condition and repair, at ADORAMA RENTALS’S request, RENTER shall deposit with ADORAMA RENTALS as security an amount equal to the full replacement cost of the EQUIPMENT or as otherwise determined by ADORAMA RENTALS. Upon the return of the EQUIPMENT, the deposit or the balance thereof after payment for any repair, replacement, rental or other cost to ADORAMA RENTALS as provided for herein, shall be returned to RENTER.
- 5. RENTER’S INSPECTION.** RENTER agrees that it has or will inspect the EQUIPMENT not later than its delivery of possession to RENTER and that it shall be conclusively presumed that RENTER has fully inspected the EQUIPMENT, is satisfied and has accepted the EQUIPMENT in good condition and repair and has acknowledged that all digital single lens’s reflex camera’s and digital backs are free from dust, and that the IR filter and IR protection glass are free from scratches.
- 6. LOSS AND DAMAGE.** RENTER hereby assumes and shall bear the entire risk of loss or damage to the EQUIPMENT from any and every cause whatsoever. No loss or damage to the EQUIPMENT or any part thereof shall release any obligation under this rental agreement which shall continue in full force and effect. RENTER is responsible for the return of all digital equipment in the same condition or a charge will be assessed to replace scratched IR filters or IR protection glass. In the event of any loss or damage of any kind whatsoever to any item of EQUIPMENT, RENTER shall (a) restore it to good condition and repair or replace it with like EQUIPMENT acceptable to ADORAMA RENTALS, in good condition and repair, or (b) if in the reasonable judgment of ADORAMA RENTALS any item of EQUIPMENT is determined by ADORAMA RENTALS to be lost, stolen, destroyed or damaged beyond repair, pay ADORAMA RENTALS the full replacement value thereof as set forth on the packing list attached hereto.
- 7. SURRENDER.** Upon the expiration or earlier termination of the Rental period for any item of EQUIPMENT, RENTER shall return it to ADORAMA RENTALS in good condition and repair.
- 8. INSURANCE.** RENTER shall keep the EQUIPMENT insured against all risks of loss or damage by fire and such other risks commonly insured against for not less than the full replacement value of the EQUIPMENT and shall carry public liability insurance covering the EQUIPMENT in amounts not less than \$1,000,000 all risk coverage. All insurance shall name both ADORAMA RENTALS and RENTER as the insured and waive the right of subrogation against ADORAMA RENTALS. Insurance certificates confirming this coverage shall be delivered to ADORAMA RENTALS prior to the commencement of the rental term. RENTER may effect such coverage under its blanket policies. If RENTER fails to procure or maintain this insurance ADORAMA RENTALS shall have the right, but not the obligation, to procure such insurance and the cost thereof shall be repayable to ADORAMA RENTALS together with the rent.
- 9. NO WARRANTIES.** ADORAMA RENTALS MAKES NO WARRANTIES, EITHER EXPRESS OR IMPLIED, AS TO ANY MATTER WHATSOEVER, INCLUDING WITHOUT LIMITATION, THE CONDITION OF THE EQUIPMENT, ITS MERCHANTABILITY OR ITS FITNESS FOR ANY PARTICULAR PURPOSE. ADORAMA RENTALS SHALL NOT BE RESPONSIBLE FOR ANY LOSS OF DATA DUE TO EQUIPMENT MALFUNCTION OR OTHERWISE NOR FOR THE LOSS OF ANY DATA THAT IS STORED ON ANY RENTED MEDIA STORAGE DEVICES.
- 10. INDEMNITY.** RENTER agrees to indemnify and hold ADORAMA RENTALS harmless from and against any and all claims, actions, suits, proceeding, costs, expenses, damages and liabilities, including reasonable attorney’s fees arising out of, connected with, or resulting from the use of the EQUIPMENT. Each party agrees to give the other the prompt notice of any such claim or the institution of any action, suit or proceeding.
- 11. ADORAMA RENTALS’S EXPENSES.** RENTER shall reimburse ADORAMA RENTALS for all costs and expenses, including reasonable attorney’s fees incurred by ADORAMA RENTALS in exercising any of its rights or remedies hereunder or enforcing any of the terms, conditions or provisions of this agreement.
- 12. ASSIGNMENT.** RENTER shall not (a) assign, transfer, pledge or hypothecate this Rental agreement, the EQUIPMENT or any part thereof or any interest therein (b) sublet or lend the EQUIPMENT or any part thereof or permit the EQUIPMENT or any part thereof to be used by anyone other than RENTER or RENTER’s employees. Subject always to foregoing, this Rental Contract inures to the benefit of and is binding upon the heirs, legatees, personal representatives, successors and assigns of the parties hereto.
- 13. OWNERSHIP.** The EQUIPMENT is and shall always be and remain, the sole and exclusive property of ADORAMA RENTALS, and RENTER shall have no rights therein except as expressly set forth herein.
- 14. NON-WAIVER.** No covenant, term or condition of this Rental Contract can be waived except by the written consent of ADORAMA RENTALS. Forbearance, indulgence or the failure to insist on the terms hereof by ADORAMA RENTALS in any regard whatsoever shall not constitute a waiver of the covenant, term or condition to be performed by RENTER to which the same apply and until complete performance by RENTER of said covenant, term or condition, ADORAMA RENTALS shall be entitled to invoke any remedy available to ADORAMA RENTALS under this Rental Contract or by law or in equity despite said forbearance, indulgence or the failure to insist on strict compliance with the terms hereof.
- 15. ENTIRE AGREEMENT.** This agreement, together with the attached packing list, constitutes the entire agreement between ADORAMA RENTALS and RENTER and it shall not be amended, altered or changed except by a written agreement signed by both parties hereto. If any dispute arises with respect to this agreement, the parties agree that this agreement will be construed under the Laws of the State of New York and that the proper forum shall be a Court of appropriate jurisdiction within the County, City and State of New York.

Please initial and return with application \_\_\_\_\_