

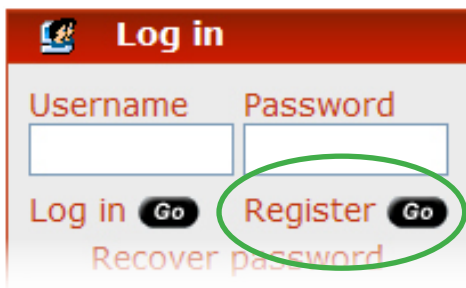
How do I qualify for an IPR retail account?

To get a retail account with IPR, we will need to verify that you are a **brick & mortar retail store**.

What do I need to do to get set up?

First off, let us know you're interested and how we can verify your brick & mortar status (pointing us at a website with interior photos & other such evidence is often a quick way to get that done). While we're working on verification, you should go ahead and sign up for an account with our online store. To do this, go to our website:

www.indiepressrevolution.com



... and click on the **"Register" button** on the left-hand side of the page. Please make sure to fill out all the required information.

In addition, the **company name** and **web site** fields are important—we'll use that information to automatically build our Retailer Locator page you can see here once your account is verified:

www.indiepressrevolution.com/xcart/retailers.php

Once your account is set up, if you need to tweak how your store shows up on the store locator page, you can fill out the **display country**, **display state**, and **display city** fields as well.

After you're registered, contact us at this email address:

support@indiepressrevolution.com

... and let us know the username you selected when you registered. After we've verified your brick & mortar status, we'll give your account retailer privileges, and you'll be able to proceed with placing orders immediately.

How does order placement work once I have an account with IPR?

Once your account is all set up, it's simply a matter of logging onto our store and adding items to your cart. The discounts offered on products will be displayed right there on the page. As a retailer you'll have access to the **Retailer Multi-Order** page (linked on the left hand side once you log in) to see our entire discounted catalog at once. On that page you can add multiple items to your cart with just a handful of clicks.

What discounts can I expect?

IPR's standard retailer discount is 45%. Several publishers offer greater discounts than 45%. And whenever an item is on sale on IPR, we do our best to pass those same savings on to our retailers. Some of our publishers (fewer than 5%) have chosen not to offer discounts on some or all of their products due to other distribution deals or cost concerns. **To avoid confusion, these products will not appear in the retailer multi-order listing.**

How does payment work?

Payment is up front, by **credit card** or **Paypal**. Due to IPR's unique nature (see below), we can't offer NET-anything terms.

How does shipping work?

Our warehouse gets order information from our store just past midnight on Tuesday, Thursday, and Sunday. **This means that the best days to place your orders are Monday, Wednesday, and Saturday.**

We'll do FedEx or US Postal Priority or Media Mail, and whenever possible will only charge you cost. And if you're a **domestic USA retailer**, we offer **free shipping on orders that total \$200 or more**. Best of all, as a retailer, **your orders go out first**. Period. That way, any books you preorder from IPR have a great chance of hitting your shelves before our direct customers get them.

With a verified retailer account, you can place items in your cart to get a **real-time shipping estimate** before you commit to buy.

How is IPR different from other distributors?

Right up front, **IPR isn't a distributor**, not in the way you're used to. Instead, IPR is an **alliance of micro-press, "indie" publishers** combining forces to give you a one-stop shopping experience for hard-to-find items. IPR holds its inventory on consignment for its publishers.

This set-up means that we can't do terms for payment and can't offer returnability, since what we sell is owned by some combination of over 60 micro-publishers. We realize this can seem like a lot of hassle, but in return **we work hard to bring you games and other products you simply can't find elsewhere** or would be too much work to chase down.

Does the brick & mortar focus mean I can't do online sales of products I buy from IPR?

It's **completely OK** if you sell products online as well as in your brick & mortar store, but we're going to ask that you **don't sell them at a deep discount**. That's the partnership we're looking to build here—**you get the retail**, face-to-face sales, and **we do the website sales**. If you're hard-core competing with IPR in web-sales, that doesn't work out well for either of us. Since IPR passes along the savings of publisher sales to you as well (see above), there's no worries about IPR's web-sales angling to undercut yours.

At the end of the day, **IPR is here to build a 21st Century partnership** between you and its small-press publishers, one where everyone is looking out for everyone else's best interests.

Let us help you!

One thing you can always count on from IPR is our **excellent customer care**. If there is a title you have questions about, **ask!** Unlike many of the traditional distributors, **we know our products intimately**. We are more than happy to help you judge if a certain title is a good fit for your shelves. While we believe each one should be, we are happy to work with you **one-on-one** to find the right mix for your particular store.