



Credit Application

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

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

TERMS:

- Net 30 days from invoice date.
- Payments are made from the copy that indicates "INVOICE" at the top right and "Please pay from this invoice" in the body.
- Service charge of 1.5% (18% annually) is assessed on overdue balances. Past due accounts are automatically placed on "cash" status.

Remittances should be returned to:

Event Essentials
6551 Ronald Reagan Ave,
Madison, WI 53704
accounting@eventessentials.com

REQUIRED 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 the Damage Waiver and select the option to be coded on the account. You may elect to have the account with or without the Damage Waiver.

QUESTIONS?

Please contact the Administration Department for assistance:

Email: accounting@eventessentials.com
Phone: 608-846-5004

Thank you for your interest in working with Event Essentials for your event rental needs.
We look forward to your business

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

Type of Ownership (select one)				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individual	Partnership	Corporation	Government	Other (please specify)

Owners and Key Managers	
Name	
Title	
Address	
Phone	
Email	
<hr/>	
Name	
Title	
Address	
Phone	
Email	
<hr/>	
Name	
Title	
Address	
Phone	
Email	

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Trade References <small>(please include at least one Madison-area reference)</small>	
Name	
Address	
City, State, Zip	
Phone and Fax (if applicable)	
Email Address	
Name	
Address	
City, State, Zip	
Phone and Fax (if applicable)	
Email Address	
Name	
Address	
City, State, Zip	
Phone and Fax (if applicable)	
Email Address	

Bank References	
Bank Name	
Contact Name	
City, State	
Phone and Fax (if applicable)	
Email Address	

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Accounts Receivable Information

Information for Invoices to be Mailed:				
Company Name				
Mailing Address				
City		State		Zip
Phone				Fax
A/P Contact Name			Title	
A/P Contact Email			Phone	

Persons Authorized to Charge on this Account	

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

Purchase Order Required?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Email Statements and Invoices?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Email Address:
Exempt from Sales Tax?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Tax Exempt Number:

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.

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:	

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Damage Waiver Option

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

Damage Waiver cost is calculated as 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 coverage.

Please select one of the following options to apply to your credit account:	
<input type="checkbox"/>	Without Damage Waiver – If damage to the rental equipment is incurred, the customer accepts financial responsibility for replacement or repair.
<input type="checkbox"/>	With the Damage Waiver – If damage to the rental equipment is incurred, event Essentials waives collection of repair and replacement charges for accidental damage, calculated as 10% of covered rental charges. <small>(Subject to limitations on certain equipment, noted on the contract.)</small>

The option selected above 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 contact your Account Executive.

Company Name:			
Damage Waiver Decision Made By: <small>(Print Name)</small>		Title	
Signature		Date	

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Explanation of Damage Waiver

Care of rented equipment, while it is in the client's possession and control, is the responsibility of the client; just as if the equipment was owned property. Consequently, the client 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, clients 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 client 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 client is not liable in most circumstances for the cost of repair or replacement. For an additional cost of 10% of the covered rental charges, Event Essentials 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 are 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 client 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, the 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 clients with open accounts will have their choice regarding the Damage Waiver option 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 preventative maintenance or repair, please return the equipment to our warehouse for attention. We will either exchange or repair the item as soon as possible.*

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