

A MAPP or an IMAP, as they are commonly called on the internet, is a contractual arrangement that a Manufacturer requires an "Authorized Retailer"\* (SpaCircuits) to display as a minimum advertised price despite the actual selling price.

So, in short, this is a control on the advertised price, but not on the final price of the product. Failure to adhere to a Manufacturer's policy may cause the retailer to lose "Authorized" designation and the privilege to resale the Manufacturer's product line. Direct or indirect attempts to bypass the IMAP Policy also violate this IMAP Policy; however, it is not a violation to advertise a customer may "call for price," "text for price," or "email for price" as long as no below IMAP price is listed and no automated call, text message, or "bounce-back" email is used in response.

In order to maintain "Authorization" with Manufacturers we represent that require us to follow their policy of an Internet Minimum Advertised Price and to provide our valued current and future internet clients preferred pricing; SpaCircuits will offer a Concierge Client Service. Any item falling under a Manufacturer's IMAP pricing policy will be identified as such. Clients may then contact us, become a SpaCircuits Concierge Client and receive a discounted quote on items on those products falling under IMAP policies.

Please contact us by phone or email for Concierge Client pricing quotations.

\*"Authorized Retailer" is one who contracts with the Manufacture to maintain their core values-quality, technical expertise and brand integrity. An "Authorized Retailer" contractually partners with the Manufacturer after passing muster that they will provide more than a transactional sale. The retailer must have proven record they support the end user experience with proper product knowledge, responsible marketing practices and adherence to Internet Minimum Advertised Pricing policies.