YOUR RESOURCE FOR GREAT OUTDOOR BRANDS

EASR - dba. 360 Adventure Collective
NEW MEMBER APPLICATION

TO BECOME A MEMBER:

1. Applicant must be a Sales Rep on the road.
2. This application must be completed and accompanied by TWO (2) letters of recommendation from current 360 Adventure Collective (360AC) members.
3. Prospective members must currently travel at least one of the territories covered by 360AC.
4. New members pay an initiation fee of $500.00 and the yearly membership dues $350.00.
5. FULL payment must accompany application.
6. All applications are submitted for review and approval by the 360AC Board of Directors.

Due Date for Application: April 6th, 2027

(Applications received after the date above will be deferred to the BOD for approval on the next deadline date – TBD: *I.E., every 3-4 months*)

- ALL MEMBERSHIPS ARE INDIVIDUAL AND NON-TRANSFERABLE.
- MEMBERSHIP can start at any time of the year, and fees are not pro-rated.
- A seniority number is given to all new members. Seniority numbers are used when making booth or room assignments at the shows.
- In order to exhibit at a 360AC show, you must be an active member. The application form must be filled out completely and submitted correctly, otherwise, there will be a delay in the Board of Directors' voting.
- **VENDOR/DISTRIBUTER CORPORATE MANAGEMENT DOES NOT QUALIFY FOR MEMBERSHIP.**

NAME: _____

BUSINESS/COMPANY NAME: _____

ADDRESS: _____

CITY_____ STATE_____ ZIP_____

OFFICE PHONE: _____ MOBILE PHONE: _____

Date of Birth: _____

Email: _____Website: _____

CLASSIFICATION OF MEMBERSHIP

Independent Membership: Any person is eligible for Independent Membership who derives his or her livelihood as a sales representative selling products in the outdoor recreational industry and whose sales territory includes states located east of the Mississippi River. To qualify for independent membership, an individual's primary method of compensation must be on a commission basis, or salaried position derived from commission paid to his or her business of employment. When qualified as an independent member, such individual shall be entitled to One (1) vote on each matter submitted to the members at large for vote.

Vendor Employee Membership: Any person is eligible for Vendor Employee Membership who derives his or her livelihood primarily as an employee working for any vendor engaged in the manufacture or distribution of outdoor recreational products. To qualify for vendor employee membership, an individual's primary source of compensation from the vendor or distributor is on a salaried basis, and he/she must travel in the one of the regional territories on behalf of such vendor; nor can the individual hold a management position on behalf of such vendor. When approved as a vendor employee member, such individual shall be entitled to one (1) vote on each matter submitted to the members at large for vote.

CHECK CLASSIFICATION OF MEMBERSHIP YOU WISH TO APPLY FOR:

☐ Independent Membership ☐ Vendor Employee Membership

REGION YOU PREFER TO BE A VOTING MEMBER IN: You may exhibit in more than one region, however, you are allowed to vote on 360AC issues in only your **HOME** region.
Please Chose (1) one Home Region only:

☐ MID-ATLANTIC DE, MD, NJ, NY, PA

☐ NEW ENGLAND CT, MA, ME, NH, RI, VT

☐ SOUTHEAST AL, FL, GA, KY, MS, NC, SC, TN, VA, WV, DC

CHECK 360AC SHOWS YOU ARE INTERESTED IN EXHIBITING:

☐ MID-ATLANTIC ☐ NEW ENGLAND ☐ SOUTHEAST

INCLUDE A MINIMUM OF 2 LETTERS OF RECOMMENDATION FROM CURRENT 360AC MEMBERS

Letters of Recommendation may be attached to this application, or sent individually to the 360AC office by email, or USPS directly from the sender/writer.

PLEASE LIST THREE REFERENCES WITH PHONE NUMBERS (preferably another rep):

_____

_____

_____

LIST OTHER TRADE ASSOCIATIONS YOU ARE A MEMBER OF AND LENGTH OF MEMBERSHIP:

_____

List of Your Current Product Lines

Product Line	Product Website	Classification Code	# years

360AC Product Line Classification Codes

Classification codes are used to cross reference Product Lines in the **Rep & Brand Directory** search engine on the 360AC website by retail buyers. List all Product Brands you represent. You may use multiple codes per product line as applicable.

CODE	CLASSIFICATION
BOOK	Books, Maps, Magazines, Videos, etc.
CLIM	Climbing - Ropes, Harnesses, Helmets, Shoes, Clothing, etc.
CLO-A	Clothing - Active Apparel
CLO-C	Clothing - Casual Apparel
CLO-K	Clothing - Kids
CLO-O	Clothing - Outewear + Jackets
CLO-U	Clothing - Underwear, Baselayers, Compression
COOK	Camp Kitchen - Stoves, Cookware, Coolers, etc.
CYCL	Cycling - Bikes, Helmets, Parts, Tools, Clothing, Shoes etc.
ELEC	Tools + Electronics - GPS, Compasses, Binoculars, Solar, Power, Watches, etc.
EYEW	Sunglasses and Goggles
FISH	Fishing - Clothing, Supplies, etc.
FITA	Fitness Accessories - Yoga, Massage, etc.
FOOD	Food and Nutritional Supplements
FOOT	Footwear + Footwear Accessories
FURN	Camp Furniture
GIFT	Gifts, Games, Jewlery, etc.
HAND	Gloves + Mittens
HEAD	Headwear - Hats + Caps
HYDR	Hydration - Water Bottles, Tumblers, and Water Treatment
KNIV	Knives, Axes, Tools, and Sharpeners

CODE	CLASSIFICATION
LITE	Lighting - Headlamps, Flashlights, Lanterns
PACK	Packs, Child Carriers, etc.
PETS	Pet Accessories
POLE	Trekking Poles
RACK	Car Racks + Storage
SAFE	Safety - First Aid, Emergency Survival, etc.
SKI-D	Skiing Downhill Hardgoods - Skis, Boots, Bindings, Poles, etc.
SKI-N	Skiing Nordic Hardgoods: Skis, Boots, Bindings, Poles, etc.
SKSU	Skate & Surf
SLEE	Sleeping Gear - Bags, Pads, Hammocks, etc.
SNB-H	Snowboarding Hardgoods: Boards, Boots, Bindings, etc.
SNO-A	Snowsports Accessories
SNO-C	Snowsports Clothing - Downhill, Nordic, Snowboard
SNSH	Snowshoes
SOCK	Socks
SWIM	Swim
TENT	Tents, Shelters, etc.
TRAV	Travel - Luggage and Travel Gear
WAT-H	Watersport Hardgoods - PFDs, Paddles, Drybags, etc.
WAT-S	Watersport Softgoods - Rashguards, Wetsuits, Drysuits, Gloves, etc.
WAT-V	Watersport Vessels - Canoe, Kayak, SUP, Rafts, etc.

If there is any other information you feel would be pertinent in reviewing your application, such as background with the outdoor industry, please submit on your letterhead along with application.

VENDORS/DISTRIBUTOR CORPORATE MANAGEMENT DO NOT QUALIFY FOR MEMBERSHIP

I agree to abide by the Rules, Regulations and By-Laws of 360 adventure collective. All information listed is true to the best of my knowledge.

X_____ Date _____

Signature & Date REQUIRED on above line.
(Otherwise, your application will not be processed)

As a Member, you will receive information via Email and Mobile text.

Membership Fees Due with this application

$ 500.00 One Time Initiation Fee

$ 350.00 Yearly Dues (only reoccurring fee, Invoiced in October for the next year)

$ _____ Subtract Intro Rep Program Fee if you participated within 10 months ($150.00)

$_____ TOTAL DUE [Receipt will be emailed to you once processed]

Funds payable to EASR on either personal checks, Master Card, Visa or American Express.
VENDOR checks are not allowed.

MASTER CARD-VISA-AMERICAN EXPRESS
(Circle card used)
Name on Card _____
(Please print)
Card No. _____

Expiration Date _____ CVV: _____

Signature _____

Send application via email to info@360adventurecollective.org or by mail to:
360 Adventure Collective PO Box 18297 Asheville, NC 28814

OFFICE USE ONLY

PD_____Date _____CC-Ap #_____CK#_____SR# _____

YOUR RESOURCE FOR GREAT OUTDOOR BRANDS

EASR - *dba.* 360 Adventure Collective (360 AC)
Membership Rules

9/12/2025

MEMBERSHIP GUIDELINES

- You must travel in one of the regional territories covered by 360 AC.
- All members must abide by 360 AC Event Rules and Regulations.
- Membership is INDIVIDUAL and NON-TRANSFERABLE.

- All membership applications must be received by the due date on the application.
- New members pay an initiation fee plus annual membership dues the first year.

  Membership can start at any time of the year, but fees are not pro-rated and renewal membership will be due upon receipt for the following year.
- A Seniority number is given to all new members except for subordinate. Seniority numbers are used when making booth or exhibit assignments at the shows.
- Association meeting attendance is limited to voting members.

Members of Industry Trade Associations – Any person who holds an active membership with another Industry Trade Association is eligible to apply for an Active Membership with the 360 AC. Upon receipt of the application and verification of an active membership in an Industry Trade Association, the 360 AC Initiation Fees may be reduced, the 360 AC Membership Dues will apply.

MEMBERSHIP CATEGORIES

a) Independent Membership: Any person is eligible for Independent Membership who derives his or her livelihood as a sales representative selling products in the outdoor recreational industry and whose sales territory includes states located east of the Mississippi River. To qualify for independent membership, an individual's primary method of compensation must be on a commission basis, or salaried position derived from commission paid to his or her business of employment. When qualified as an independent member, such individual shall be entitled to One (1) vote on each matter submitted to the members at large for vote.

b) Vendor Employee Membership: Any person is eligible for Vendor Employee Membership who derives his or her livelihood primarily as an employee working for any vendor engaged in the manufacture or distribution of outdoor recreational products. To qualify for vendor employee membership, an individual's primary source of compensation from the vendor or distributor is on a salaried basis, and he/she must travel in the one of the regional territories on behalf of such vendor; nor can the individual hold a management position on behalf of such vendor. When approved as a vendor employee member, such individual shall be entitled to one (1) vote on each matter submitted to the members at large for vote.

c) Subordinate Membership: Any Independent Member may appoint a Subordinate Member in the association by notification to the association director(s). A person is eligible to hold a Subordinate Membership if that person derives income from the sale of outdoor recreational products directly from the Independent Member appointing such person. An Independent Member may reassign a Subordinate Membership to another eligible person upon notification to the association director(s). An Independent Member may hold open an unassigned Subordinate Membership position by maintaining the dues for such position in good standing. Unless a Subordinate Membership is otherwise terminated pursuant to these Bylaws, a Subordinate Membership shall be terminated upon such person no longer deriving income from the Independent Member or upon notification of termination or reassignment by the Independent Member by whom the person was appointed. Subordinate memberships are non-voting.

d) Inactive Membership: Any existing member is eligible for inactive membership, a non-show, non-voting position with seniority privilege being optional. The Board of Directors on petition of the individual member must approve inactive membership status and the fee to maintain seniority or relinquish seniority ranking will be determined by the Board of Directors.

MEMBER RENEWAL

Yearly membership fees shall be payable by **DECEMBER 31**, there will be a $50.00 late fee imposed if dues are not received ten (10) days post due date assigned by the Board of Directors. If membership fees are **NOT** paid by the assigned ten (10) day grace period, MEMBERSHIP will be TERMINATED.

Active – Independent, Vendor Employee, or Subordinate members who currently travel one of our regional territories and plan to attend one or more of 360 AC trade shows.

Inactive – Members must petition the Board requesting Inactive status. If granted, annual Inactive fees are $100.00 for members who wish to maintain seniority ranking. For inactive members wishing to relinquish seniority ranking, the fees are $50.00. To request Inactive status, one must follow the same time regulation as stated under member renewal.

Inactive members may not purchase booth space and do not have voting privileges. Inactive members may attend 360 AC shows as a vendor, principal or guest of a regular member with all rules applying. Inactive members must reactivate membership if working in any other capacity with all other rules applying.

MEMBERSHIP CODE OF CONDUCT

MEMBER RESPONSIBILITY – The Member has a responsibility to read and become familiar with Bylaws, Show Rules and policies. It is also the member's responsibility to see that his/her assistants, principals, and guests comply with Show Rules/Policies.

CONDUCT – Ethical and dignified conduct is expected of all members. Members are responsible for the conduct of their assistants, principals and guests. Penalties for Policy and/or Show Rule violations will be charged to the member(s) with whom said individual(s) is registered.

RULES VIOLATIONS – Members with unresolved Rule Violations and/or unpaid assessments of any kind are not members in good standing and therefore are not eligible for membership privileges until the matter is completely resolved, inclusive of show participation.

SHOWS

Currently 360 AC sponsors multiple shows per year:

- To attend a show, regular membership fee(s) must be paid on time.
- The appropriate booth/show fee(s) must also be paid. Failure to pay on time can affect booth selection.
- There will be a charge of $50.00 on all returned checks.
- Refer to 360 AC Bylaws and Show Rules for Association govern and policy regulations.

YOUR RESOURCE FOR GREAT OUTDOOR BRANDS

360 Adventure Collective (360 AC)

Trade Show Rules

3/1/23

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1) **Definitions**
   a) A 360 AC event is any planned interaction between members of the 360 AC organization and any member of any retail establishment or the general public.
   b) Primary Booth Space is that area made up of individual unit spaces assigned to a 360 AC member/exhibitor within the main exhibit area.
   c) Auxiliary Booth Space is that area made up of individual unit spaces assigned to a 360 AC member/exhibitor within the entire area but separate from Primary Booth Space and designated for use as a display space for larger samples as determined by show management.
   d) Event Period is that time frame and/or hours as published or indicated to participants that such participants may engage in business activities under the sanction of 360 AC.
   e) The only exception will be an occasion where a 360 AC member is attending another sanctioned event/show of another organization of which they are a current member.
2) **Trade Show Participation** – Booth space must be staffed by a 360 AC member.
3) **Member Event Space Assignment** –
   a) Event unit space selection will be determined by member seniority number on an individual basis.
   b) The maximum amount of Primary and Auxiliary event unit spaces available per member and the use thereof, will be determined by the Executive Director and Regional Director and may be limited based on facility size.
4) **Event Guidelines** –
   a) Show Rules and Regulations apply to all 360 AC-sanctioned events. Every individual participating in such a sanctioned event will abide by those rules and any regulations indicated or posted by facility associated with such events.
   b) Trade show presence
   c) All Exhibit and/or Primary Booth Space will be open during published or indicated event period only, unless prior arrangements are made with the 360 AC event management.
   d) Assistant & Principals must be registered with 360 AC and have paid the applicable registration fee – see section 4.6
   e) Refunds: Event Fees are not refundable unless notification is made in writing 45 days prior to the commencement of the event.
   f) 360 AC members are responsible for all hotel charges, drayage fees, shipping expenses, etc. All charges shall be paid upon checkout and/or time of departure from the event facility.
5) **Booth Space** –
   a) NO MEMBER MAY SUBLET A PORTION OF HIS/HER SPACE but may share space with another member provided products are shared with the member who contracted the space.
   b) Exhibitors must confine their activities to their own exhibit space during show hours.
   c) There will be no solicitation or congregating or any other selling activities conducted by 360 AC member outside of the members assigned Primary or Auxiliary Booth Space during event hours.
   d) All promotional giveaways shall be restricted to the confines of the 360 AC member's/exhibitor's Primary Booth space.
6) **Show Breakdown and Closure** –
   a) **EARLY BREAKDOWNS and EARLY CLOSURES** are prohibited.
   b) All exhibit space will open promptly for scheduled daily show opening and remain open during all show hours.
   c) Members breaking down or dismantling show space (inclusive of second lines or extra samples) prior to the official show closing will be subject to fine.
   d) Breaking down/dismantling is defined as: packing exhibits and/or parts of displays prior to official break-down
7) **Sample Removal** – **SAMPLE REMOVAL** at any time during the show must be authorized in advance by Show Management.
8) **Assistant & Principal Fees** –
   a) Assistant/Principal fees are $150.00 per show. Effective March 1, 2023.
   b) Assistant/Principal is defined as: Model, Secretary, Team Rider, Tech Rep, Clerk, Temporary show assistance, Non-rep Spouse, Company/Manufacturer/Vendor personnel, including Managers, Owners, and/or Executive's, Customer Service personnel, Credit Manager.
   c) The fee will be charged regardless of the purpose or duration of time Assistant/Principal is present during show.
   d) The member rep is responsible for assistants and principals following Show Rules/Policies.
9) **360 AC On-Snow Demos – refer to the On-Snow Demo Show Rules & Policies.**
10) **Guest** – Non-participating personnel will be permitted into the show on the last day only, unless approved otherwise by show management.

11) **Non-Member (Intro Rep, Vendor and 501(c) 3 Not for Profit) Event Space Assignment and Fees:**
   a) All unit spaces will be assigned after 360 AC members have been assigned their spaces.
   b) Vendors wishing to participate in a 360 AC sanctioned event may do so at a cost of $400-unit space or double the 360 AC member booth cost whichever is greater and a per event fee that is double the cost of one-unit fee.
   c) Vendors exhibiting at 360 AC trade shows are limited to doing so for one calendar year, so as to encourage the vendor to seek representation by a 360 AC member for subsequent years, unless approved by show management.
   d) Each Vendor unit space includes one (1) personnel attending. Each additional person will be charged a fee equal to 360 AC active dues.
   e) 501 (c) 3 Not for Profit organizations wishing to participate in a 360 AC-sanctioned event may do so at a per Unit Space cost of half the member rate for the selected event, with the approval of the Executive Director.
   Maximum of two (2) individuals from the Not for Profit organizations will be entitled to attend.

   f) Introductory Rep Offer exhibitors wishing to participate in a 360 AC-sanctioned event may do so at the same cost of a 360 AC member booth fee.
   g) Introductory Rep Offer exhibitor's unit fee includes one (1) personnel attending. Each additional person will be charged the assistant fee as stated in Section 6.1.

12) **Unauthorized Show Entrance and/or Registration** –
   a) Any Member, tech rep, assistant, company personnel, principal, or guest who attempts to register and/or provide entrance for any individual into any 360 AC sponsored show/event by any means other than what show rules/policy state, will be fined.
   b) Obtaining unauthorized entrance and/or registration includes, but not limited to:
      1) Holding and/or "transferring" badges to or for attendees,
      2) Allowing any individual access into one's booth/show space without appropriate show name badge ID.
   c) The fine and violation will automatically be charged to the applicable Member Rep(s).

13) **Unauthorized Activities** –
   a) Any Member showing his/her lines and/or making his/her services available either alone or in concert with others in an unauthorized location(s) on or near show premises at the same time as an 360 AC sponsored trade show and/or event is being held responsible. Refer to section 5.

14) **Show Decorum/Etiquette** –
   a) Show Management, the Board of Directors, and/or the Membership Committee reserves the right to reject any and all applications, and to prohibit, close, correct, remove or eliminate any exhibit, part of an exhibit, sign, card, printed matter, souvenir, catalog or other material, or any circumstance, conduct or action, or cause thereof, which in its discretion is not suitable to or in keeping with the character of group.
   b) Tobacco products are not to be used within the exhibit area.
   c) Alcoholic beverages are not to be consumed during show hours
   d) All sound equipment will be kept to a minimal noise level, acceptable to neighboring exhibitors.
   e) Foot Traffic only will be permitted on the show floor, meeting rooms or any 360 AC contracted space.
   f) No pets are allowed on show floor and or in meeting rooms or any 360 AC contracted space.
   g) For children under the age of 16 must seek approval from show management.

15) **Outside Events During Show Hours** –
   a) No member or group of members or their associates, assistants, company personnel, or principals may sponsor any event that conflicts with 360 AC Show sponsored events during show hours.
   b) No 360 AC member or group of members or their associates, assistants, company personnel, or principals shall be allowed to display or review any product or information outside of a 360 AC sanctioned event during that event period that could cause disruption at a 360 AC event.

16) **Damage/Loss Responsibility** –
   a) Any and all loss of equipment and/or damage to rooms, show facility property, or furnishings will be charged directly to the member with whom occurrence space is registered.
   b) It is understood that neither 360 AC or any of the 360 AC show/event locations will be responsible for exhibitor's demonstration equipment, sample lines, personal property or displays.
   c) Local fire regulations must be adhered to during all 360 AC sponsored shows/events.

17) **Violators of By-Laws, Show Rules/Policies are subject to the following and will be strictly enforced:**
   a) First Offense Subject to loss of seniority and $1,000.00 penalty for each infraction.
   b) Violators are entitled to a hearing, which must be requested in writing and received in the 360 AC office according to terms outlined in 360 AC Show rules.
   c) The Regional Directors will have "final say" in any discrepancies or interpretations of the 360 AC Event Rules & Regulations.
   d) Any complaints of infraction or non-compliance to 360 AC Event Rules & Regulations must be directed to the Board of Directors or event management in writing, within 24 hours.
   e) The fee for all returned checks will be $50.00
   f) Applications for Primary Booth selection will not be processed until all outstanding fees and/or fines are paid.