SHOWCASE PHOTO & VIDEO

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Rental Requirements:

IDENTIFICATION: Valid Driver's License or Passport (picture ID).

COLLATERAL DEPOSITS: (a.)Credit Card deposit for the full replacement value of equipment, or (b.) Cash deposit for the full replacement value of equipment, or (c.) Certificate of Insurance (see certificate of insurance requirements.). (c.) A credit card is required to cover any deductible and to guarantee payment.

ACCEPTED CREDIT CARDS: All rental transactions require payment at time of pick-up with a major credit card (Visa, MasterCard, American Express or Discover Card.)

PHONE ORDERS: Cardholder must fill out terms and conditions in person. We must have a legible photocopy of the card holder's driver license, credit card (front & back) and Showcase "Terms & Conditions" (Contract) completed and signed by the card holder in order to rent.

CHECKS: Showcase Inc. does not accepted checks for collateral deposits.

INSURANCE: We require insurance on all orders valued over $3,000.00 or credit card to cover deposit.

CERTIFICATE OF INSURANCE REQUIREMENTS:

(a.) Showcase Inc. must be named the Loss Payee, as well as additionally insured: (Use 2323 Cheshire Bridge Road, Atlanta, Ga 30324 as the address). (b.)Coverage must include, explicitly, miscellaneous equipment, rented equipment, or rented and leased equipment, as well as property covered off premises. (c.) Policies with Unattended Vehicle Disclaimers will NOT be accepted. (d.) All certificates and attached forms are subject to the verification and approval process by the management before the equipment is released. All certificates and attached forms need to be approved 24 hrs before rental pick-up. (e.) A credit card is REQUIRED to cover any insurance deductible as well as to guarantee rental payment. (See Credit Card requirements listed above). Name on policy must match credit card.

FEES: All prices in this catalog are per day. A weekend is charged as one day plus 20% of the day rate. A week is charged as three days. Monthly rates are available upon request. Prices are subject to change.

LOSS OR THEFT: Renters will be charged at the day rate on equipment that is lost or stolen until Showcase Inc. is reimbursed for the replacement cost.

SPARE LAMPS: There is no charge for spare lamps provided that burnt-out bulbs are returned. A charge will be made for missing lamps, broken lamps or filaments, or excessive burnouts.

RESERVATIONS & CANCELLATIONS: Please call well in advance to reserve equipment for a future pickup. We cannot guarantee availability on short notice. **Failure to cancel your order 24 hours prior to picking up will result in a full-day rental charge.**

View the rental catalog and/or call Showcase to verify pricing, availability, and scheduling. Sign and fax the rental agreement to confirm rental terms. At equipment pick-up, bring your credit card and valid driver's license to process payment.

Insurance Requirements:

This Letter is to inform all clients that Showcase Inc. requires either insurance, or a full credit card deposit, on all rental orders. Renters accept full responsibility for any loss, or repairs, due to damage while in the renter's possession. Insurance coverage is the responsibility of the renter. Proof of adequate insurance coverage for the full replacement value of the equipment will be required prior to the rental.

Insurance must name Showcase Inc. as the "Loss Payee", as well as additionally insured. Coverage must include; explicitly " Miscellaneous Rented Equipment, Rented Equipment, Rented Or Leased Equipment". The insurance certificate must also provide the total amount of coverage and the deductible on the policy. Policies with "Unattended Vehicle Disclaimers" will not be accepted. All insurance will be subject to verification and approval by Showcase Inc. management before any equipment is released. A credit card will be required to secure any deductible and rental fees for all clients without an in-house account. Name on policy must match credit card used to secure responsibilities.

Please contact your insurance agent for all of the required coverage by Showcase Inc. All certificates and forms need to be approved by Showcase Inc. management 24hrs prior to rental pick-ups. The verification process takes time, please plan accordingly.

This policy is in effect to protect you as well as Showcase Inc. from any sizeable loss.

Thank you for your cooperation.

Rental Rates:

Please see our Rental Catalog for equipment rates.

A one day rental includes a setup/pickup day. For instance, if a rental item is picked up on a Monday, it can then be used Tuesday and will be due back by 12:00pm noon on Wednesday.

Rental pickups are available after 1:00pm on the day they are scheduled.

Weekend rentals are from Friday to Monday (Showcase is closed on Sundays). The weekend rate applies regardless of pickup time on Friday. **All weekend rentals are due before 12:00pm noon on Monday.**

Weekly rates are 3 times the day rate. Weekly rentals are due for return on the same day of the week that they were picked up on (Monday to Monday, etc.). Weekly rentals are due by 12:00pm noon on the day they are due regardless of pickup time the previous week. Rentals returned more than a day rate are subject to the full day rate and do not qualify for weekly rental pricing. Additional charges may apply if late rentals prevent another renter's scheduled pickup.

All late rentals will be assessed a late penalty regardless of the cause. The Same Day Late penalty is 25% of the daily rate.

Please make sure to transfer your footage off the memory cards before returning your rental. Renters cannot keep memory cards past their rental period.

I. RENTAL PERIODS AND CHARGES:

a. The minimum rental period is one day. The customer is responsible for all shipping and delivery charges, including insurance.

b. Hours of operation for Showcase Inc are 9:00 a.m. to 6:00 p.m. Monday thru Friday and 10:00am to 5:00pm on Saturday. Employees WILL NOT stay past business hours for any reason.

c. Rental charges may be applied to equipment purchases only under certain circumstances and only if approved by Showcase Inc. management prior to the rental period.

II: RESERVATIONS AND DEPOSITS:

a. Showcase Inc. is not liable for any loss of revenue, or any other inconvenience, which results from the unexpected unavailability of equipment that has been reserved by the customer .

b. Some items may require a NON-REFUNDABLE Reservation Deposit at the time of the reservation. This deposit will be applied to the rental.

c. Customers who do not have an open account with Showcase Inc. may be required to make a Security Deposit equal to the value of the rented equipment, or 5 times the daily rental rate. Security Deposits must be paid with a Master Card, Visa, or American Express; cash or checks will not be accepted.

III. CANCELLATIONS:

a. Failure to cancel your order 24 hours prior to picking up will result in a full-day rental charge. This fee may vary depending on the specific circumstances and the equipment involved.

IV. PAYMENT AND CREDIT TERMS:

a. All first-time rentals must be paid in advance with CREDIT CARD. (Visa, MasterCard, American Express or Discover Card accepted.)

b. Credit Card and valid driver's license MUST BE PRESENTED at time of pick-up.

c. Individuals or companies wishing to rent equipment from Showcase Inc. on terms must complete a credit application. New customers should submit a completed

form at least two weeks prior to the rental if references are local, or four weeks if references are out-of-town.

V. RESPONSIBILITIES:

a. It is the customer's responsibility to understand the proper use and care of each item of rented equipment. Showcase Inc. is not responsible for any injury, loss or damage, directly or consequently, arising out of the use or inability to use the equipment, whether used singularly or in connection with any other equipment. Equipment that operates normally when returned will be deemed to have been in proper operating condition during the entire rental period.

b. The customer must, at his/her own expense, protect and keep in good state of condition and repair, the rented equipment; and must not use or operate the equipment other than in a manner and for the use contemplated by the manufacturer thereof; and must return the equipment to Showcase Inc. upon termination of the rental period, in the same condition and good order as when received, ordinary wear and tear excepted. Showcase Inc. shall have the sole discretion to determine if, and to what extent, equipment has been damaged.

c. The customer must reimburse Showcase Inc. for the full cost of repairs for rental equipment that is returned damaged or broken by any cause whatsoever, whether due to the customer's fault or not. For rental equipment that is lost, stolen, or damaged beyond reasonable repair, the customer must reimburse Showcase Inc. for the full replacement value of each item. The customer may be required to further compensate Showcase Inc, in rental charges, for any time lost as a result of replacement or repair of any equipment damaged or not returned.

d. The cost of any insurance coverage, or other protection against damage and/or loss of equipment rented from Showcase Inc. are the sole responsibility of the customer.

e. The title and ownership of all rented equipment shall remain with Showcase Inc. at all times. The customer may not remove rented equipment from the Continental United States without prior written permission from Showcase Inc. management, and agreement to any special terms included in said written permission.

f. It shall be lawful for Showcase Inc. or its agents, at all reasonable times, to enter the premises upon which said rented equipment is kept, for the purpose of viewing the state and condition of said equipment.

g. Rental terms/details (admin only):

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RENTAL AGREEMENT

CUSTOMER NAME:_____

COMPANY NAME:_____

STREET ADDRESS: _____

CITY/STATE/ZIP:_____

PHONE:_____

ALT. PHONE:_____

FAX:_____

E-MAIL:_____

SSNEIN#:_____
(not required for equipment less than $1500 in value)

Drivers License #:_____
AGREEMENT:

The Customer (Lessee) hereby acknowledges and agrees to all of the terms and conditions listed herein (Showcase Inc. Rental Policies and Agreement).

Customer Printed Name: _____
Customer Signature: _____ Date: _____

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CREDIT CARD AUTHORIZATION FORM

I, _____ (Print Name), Hereby authorize, by my signature below, Showcase Inc to use my credit card for charges relating to rental(s) and/or purchase(s) from Showcase Inc. Including, but not limited to damages and/or loss of any rental equipment.

Card Type: ___Amex ___MC ___ Visa ___Other

Card Number: _____ CID# _____

Ex. Date: _____

Name on Card: _____

Company Name: _____

Actual Billing Address: _____

_____

_____

Note: No Credit Card can be accepted or processed without credit card billing address (No P.O. Box Accepted)

Telephone #: (_____)_____

Alt. Telephone #: (_____)_____

Email: _____

I, _____ (Print Name), Furthermore authorize the following person(s) to pick up equipment (Either for, rental(s) and/or Purchase(s), in my behalf; (If courier is requested, Please write in courier on name line)

Name: _____ Name: _____

Address: _____ Address: _____

_____ _____

_____ _____

*ID required at time of pick up. No equipment will be given without proper ID. If courier services is requested for delivery and/or pick up, courier receipt will be proof of order and delivery. Showcase Inc accepts no responsibility for loss or delays.

Signature: _____ Print Name: _____

Date: _____

*By signing this form, I certify that all information I have given is correct. Any erroneous information will be considered fraudulent and subject to penalty of law.