

## Cedar Electronics Reseller FAQs

### Why is Cedar Electronics instituting a Reseller Authorization Program?

Cedar Electronics takes our brand and market position very seriously and desires to protect and promote our valued Authorized Reseller network. To ensure end users purchase only from Authorized Cedar Electronics Resellers capable of communicating our unique technology, performance and usability benefits, Cedar Electronics is implementing an online Authorization program.

### Is the Reseller Portal secure?

Yes, the Reseller Portal and data storage vaults are secured, hardened environments. Technical, physical and administrative safeguards are in place to ensure only those individuals that require access to sensitive information have it.

### What information should I have available for the Authorization?

Be prepared to provide the following:

- **First and Last Name** - Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums
- Creation of a **Username** for your company that cannot be changed
- Creation of a **Password** that can be changed
- **Primary Email Address and two additional Email Addresses** to be used for all critical email business communications
- **Primary Company Telephone number** to be used as the search key for inquiries into the validation of your Authorization status (Distributors will use this tool to validate a Reseller's Authorization status)
- **Corporate Website URL** (if applicable)
- **Company legal name** – correct spelling is important
- **Company DBA(s)** – accuracy and correct spelling are important as this is the Company Name we will use for our end user Dealer locator
- **Primary Company headquarters/corporate/legal address**
- **All Online URLs** – Including marketplaces, Seller names, and Corporate URLs
- **Business contacts** including Owners, Primary Day-to-Day, Buyer/ Merchandiser/Purchasing and Accounts Receivable, etc.

### How do I begin the Authorization process?

From the Home Page select "Register", and you're on your way.

### What are the Authorization types?

US Reseller – Reseller who purchases Cedar Electronics Products through an Authorized Cedar Electronics Distributor

### Can I save my progress and continue my registration at a later time?

There is a "Save & Continue" button at the end of each page of the Authorization process that saves your information; you can resume once you log back in with your Username and Password.

#### How do I return to where I left off if I logged out of the Portal before completing my Authorization?

- In the “Already Registered? Login Now” box, enter the Username and Password you created when you started the application.
- Click on the link under “Registration Info” that does not have a checkmark as complete.

#### What if I've forgotten my Password and/or Username?

Forgotten Password - Below the “Already Registered? Login Now” section of the ‘Home Page’, enter your Username and select the “Forgot Password?” link. Your Password will be sent to the primary email address listed in the registration.

**OR**

From the email that was sent to you upon the start of your registration, select the link for your Password reminder. Your Username was included as part of this email.

**OR**

Select the ‘Contact Us’ page link while on the Portal. Next to “Forgot Password?” choose the “Click Here” link.

Forgotten Username - Below the “Already Registered? Login Now” section of the ‘Home Page’, select the “Forgot Username?” link. On the next screen, you will be prompted to enter the Primary email address that was listed during registration. You will be sent an email that contains your Username.

#### Why does Cedar Electronics need all this information?

The information assists in qualifying the best possible Resellers to resell Cedar Electronics products. We also compile the information to further our understanding on how we, as a manufacturer, can most effectively support your success in representing, demonstrating and marketing Cedar Electronics and Cedar Electronics products. Additionally, the Portal database provides an up-to-date mechanism for powering our Reseller Locator, communicating price sheets, updates and other valuable information with Authorized Resellers.

#### Does the completion of the Authorization process and submission of my application guarantee approval?

No. All applications and their content will be reviewed by the Cedar Electronics management team for individual approval. You will be notified by e-mail when a decision has been made.

Please NOTE that if you applied for Internet Sales your Internet Authorization will come in a separate email.

#### How long will the Authorization application process take?

Anticipate 15- 20 minutes to review the Reseller Agreement(s) and complete your company profile.

#### Who needs to sign the Cedar Electronics Agreement?

The Signatory for the execution of any Cedar Electronics Agreement must be Authorized and have the authority to enter into the Agreement electronically on behalf of the company. Outside of physically selecting the Agreement and Addendum “I Agree”, the Unilateral “I Have Read” and the “Submit Registration” buttons, non-signatory personnel are able to enter the requested Profile information.

#### Can I print the Agreement before I “Submit Registration?”

Yes, you are able to download and/or print a copy of the unexecuted Agreement and Addendum (if applicable) just prior to selecting “Submit Registration”.

### Can we sell Cedar Electronics products to anyone? Anywhere?

No, the Cedar Electronics Reseller Agreement authorizes Resellers to sell Cedar Electronics products only to end users in the United States.

### Why do we need to enter all our Brick & Mortar locations?

In order for a location to be authorized, the physical location must be entered and approved on the Portal. In addition, only Authorized Reseller locations will be listed and shown on the 'Reseller Locator' on [www.CedarElectronics.com](http://www.CedarElectronics.com).

### How do I revise my Password?

Login to the Portal using your Username and current Password on the Dealer Portal, [click](#) on "Account Info" under the "Registration Info" Header on the "My Resources" Page. [Enter](#) a new Password in the "Password" and "Confirm Password" boxes; [click](#) "Save & Continue" at the bottom of the page.

### What do I do if I am not receiving notifications or Password reset emails?

Since your ISP probably uses some type of spam filter we ask that you add us to your trusted list of senders, contacts or address book, also known as whitelisting.

If you do not see an email from [policyadministrator@cedarelectronics.com](mailto:policyadministrator@cedarelectronics.com) in your inbox, due to the overzealous filtering by ISPs, our email may have mistakenly been sent to your spam folder. Please open your spam folder, look for it there, open it and mark it as "not spam".

If you still do not see the email, you may need to whitelist our address [policyadministrator@cedarelectronics.com](mailto:policyadministrator@cedarelectronics.com). Every email provider has different instructions for whitelisting. [Click here](#) for instructions for how to whitelist our email address on most email providers.