

Thank you for your interest in becoming an ADRail™ licensee.

ADRail is an innovative advertising medium; where else can you literally put messages into the hands of consumers? Whether used on its own or in conjunction with other media, ADRail offers significant advantages to advertisers who want to target consumers in the world's busiest locations - where there is traffic, there are escalators.

EHC Global was founded in 1977 and is the world's largest manufacturer and distributor of escalator handrails. Our head office is located in Canada and we have more than 20 sales offices and distributors worldwide.

WHY BECOME A LICENSEE?

EHC Global holds worldwide ADRail patents and has the exclusive rights to license the use of the product.

Here are a few reasons why to choose an ADRail Licensee Agreement:

1. We offer exclusive and non-exclusive agreements.
2. You will be able to offer clients the opportunity to put messages in locations that were not previously available, until now.
3. EHC Global is committed to your success. We will teach you everything you need to know to effectively market ADRail.
4. All information covered during the training sessions will be included in our comprehensive manuals
5. We have an in-house creative department that can assist you and/or your customers with creating advertisements.
6. Our experienced team of technical experts will be available to provide support services for the duration of your agreement.
7. You will immediately have access to customizable sales and marketing tools.
8. All leads for ADRail within your territory will be immediately directed to you.
9. EHC Global is a market leader in the Lift industry; we can work with you and the escalator maintenance companies in your market to ensure success.
10. EHC Global has established ADRail Patents in many countries. As a licensee within one of these markets, EHC Global will support you by defending our Patents against competitive threats.

1. Complete a Request for Consideration Form

This first step allows us to become better acquainted with you and your company. It also allows us to gather basic information on the potential market. Simply complete the form as attached. A member of our management team will then contact you should additional information be required. An informal telephone interview may also be conducted at this stage.

2. Getting to Know You

At this stage we will review your completed request for consideration form and perform our standard due diligence checks. We will also provide you with a confidentiality agreement that protects both our companies, while we consider your application. If we are satisfied with the information provided, we will contact you to give a basic overview of the product and to answer any initial questions that you may have.

3. Licensee Agreement

At this stage we will determine whether your request has been approved. If so, we will begin the negotiations for a formal Licensing Agreement. ADRail Licensee agreements may be established on an exclusive or non-exclusive basis. You should also be prepared to submit a full marketing plan at this stage.

AS AN ADRAIL LICENSEE YOU WILL BE EXPECTED TO:

- Use your best efforts to sell and promote ADRail in order to achieve annual sales targets which we will mutually agree upon within your agreement.
- Provide EHC Global with reports containing market forecasts, market research, sales, inventories and other aspects of Licensee's activities on an annual basis.
- Maintain facilities and competently trained personnel sufficient to carry out your obligations as a Licensee.
- To refrain from manufacturing or aiding in the manufacture or, promotion selling or carrying-on any other activities related to the sale of any goods or services which are substantially similar to or directly competitive with ADRail.
- Not to directly or indirectly solicit and or engage in handrail advertising services outside the Territory except with the written consent of EHC Global.

Thank you for your interest in becoming an ADRail licensee, we look forward to speaking with you shortly.

Tonya Kraan

Corporate Senior Manager, Marketing
EHC Global

This form, when completed, is an essential part of our consideration in granting an ADRail™ License to you.

Please print or type and give specific answers to all questions. All questions are held in confidence.
The completion of this form does not obligate EHC or you in any way or manner.

CONTACT INFORMATION	
Full Name:	
Title:	
Company Name:	
Address:	
City:	
State:	
Postal Code:	
Country:	
Phone:	
Fax:	
Mobile Phone:	
Email Address	
Website	
COMPANY INFO	
Year Established:	
# of Employees	
Type of Business:	
FINANCIAL INFORMATION	If you are applying as a company, please submit your company's financial statements for the past three (3) years.

If applying for a license as an individual(s), please provide more details below.

BUSINESS EXPERIENCE (LIST COMPANY NAME, TYPE OF BUSINESS, POSITION HELD, DATES)	
Present/most recent position:	
Previous position:	
Have you ever operated a business?	<input type="checkbox"/> YES <input type="checkbox"/> NO If yes, what type?
List other business affiliations (Officer, Director, Partner, etc.)	

BUSINESS AND MANAGEMENT GOALS		
Do you plan to devote full time to this venture or will it be added to your current product offering?	Explain:	
Do you plan to have equity partners?	<input type="checkbox"/> YES <input type="checkbox"/> NO If yes, please identify all partners in the space below.	
NAME	ADDRESS	PHONE

