



Email: rentals@elewacamera.com Tel: (510) 282-9221

New Rental Account Set Up

Thank you for your interest in placing an order with Elewa Camera. Our standard policy for new clients on their first order is COD. Below outlines our rental requirements for new clients. Please contact us should you have any questions or concerns. We look forward to your business.

Insurance Requirements:

Elewa Camera requires both property and liability coverage. Elewa Camera must be named as a certificate holder, which means you cannot provide merely evidence of insurance. We require that rental clients provide us with an insurance certificate, one that is greater than the value of the rented equipment. The insurance certificate must list Elewa Camera as Additional Insured regarding liability coverage and as Loss Payee regarding property coverage. Insurance coverage must specify for "rented/ leased equipment". If you will be taking the equipment outside the United States, your insurance must also include worldwide coverage.

At a minimum, your insurance must cover the entire rental period, from pick up/ delivery date through date of return. You are welcome to provide blanket insurance coverage so that a new certificate is not required on a per rental basis. Insurance must be verified and in place before a rental, so be sure to ask your Insurance Broker to fax or email it promptly. The insurance certificate must be issued and sent directly from the insurance company to Elewa Camera. Do not hand carry the insurance certificate to our location on the day of your rental.

Certificate Holder Box:

Elewa Camera
2307 Blanding Ave Suite D
Alameda CA 94501

Required Deposit:

Please be prepared to leave the deductible amount listed on your policy as a deposit. A deposit can be cash, but most commonly is a "hold" of available credit from your credit card. The deposit amount is not actually charged to your card, but is an "authorization" or "hold" of available funds. You will not have access to those funds during your rental period. Once the equipment returns and we have verified that there is no damage, the hold will be released. Elewa Camera does not recommend using a debit card as a deposit because funds are removed from your bank account, and banks often take several days to process a refund.

Payment Terms:

Full payment of order is required prior to receipt of equipment. You may use cash, check, credit card, or wire transfer. Elewa Camera accepts Visa, MasterCard, Discover, and American Express.

If the cardholder will not be present during rental pick up, please complete the attached cardholder's authorization form and return to Elewa Camera prior to the rental pick up. A legible photocopy of the cardholder's driver's license and the front & back of credit card(s) must accompany the completed authorization form. The attached Equipment Rental Agreement requires the cardholder's signature as well.

Please note that Elewa Camera cannot accept a credit card over the phone without a signed Credit Card Authorization Form.

In Lieu of Insurance:

If you are renting equipment valued under \$10,000 replacement cost and need a quick turnaround time for your rental, a security deposit in the amount of the equipment's replacement value will be accepted in lieu of insurance.



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Customer Profile Information

Please fill in all fields

Business: _____ Federal ID #: _____

Check one: Corporation LLC Partnership Individual

Contact(s): _____

Business Address: _____

Telephone: _____ Fax: _____

Cell: _____ Email: _____

Business Type: _____ Web Address: _____

Yes, I would like to sign up for the Elewa Camera E-Newsletter to find out about new products and exclusive special offers.

References Industry Only (This is not an application for credit.)

Name: _____ Phone: _____

Company: _____ Email: _____

Name: _____ Phone: _____

Company: _____ Email: _____

Name: _____ Phone: _____

Company: _____ Email: _____

Signature: _____ **Name:** _____ **Date:** _____



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Credit Card Authorization Form

A legible copy of the cardholder's driver's license and FRONT and BACK of credit card must accompany this form.

Today's Date:	
Company:	
Order Number:	
<p>I hereby authorize a charge of \$_____ for the rental of equipment from Elewa Camera. I also authorize any additional charges should the equipment rental period extend, or if there is loss or damage to the equipment.</p> <p>I hereby authorize a hold of \$_____ for the Insurance Deductible. I understand Elewa Camera is authorized to deduct this amount should there be any loss or damage.</p> <p>*3% Surcharge added to credit card / debit card charges over \$1,000</p>	

Please check one of the following:

VISA <input type="checkbox"/>	MASTERCARD <input type="checkbox"/>	DISCOVER <input type="checkbox"/>	AMEX <input type="checkbox"/>
Card #:		EXP:	
The CVV2 Number (The 3 digit number after the card # on the back of the card) :			
Name: (as it appears on the card)			
Billing Address:			
Signature:			



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Rental Agreement:

The following terms and conditions shall govern any and all leases/rentals of equipment (the "Equipment") by and between Lessee/Renter _____ ("You" or "Your") and Elewa Camera, for one (1) year from the date of execution hereof.

1. **Indemnity.** You agree to defend, indemnify, and hold Elewa Camera, its parent, subsidiary and affiliated companies and their owners, officers, and employees ("Us", "We" or "Our") harmless from and against any and all claims, actions, causes of action, demands, rights, damages of any kind, costs, loss of profit, expenses and compensation whatsoever including court costs and reasonable outside attorneys' fees ("Claims"), in any way arising from, or in connection with the Equipment rented/leased, including, without limitation, as a result of its use, maintenance, or possession, irrespective of the cause of the Claim, except as the result of Our sole negligence or willful act, from the time the Equipment leaves Our place of business when You rent/lease it until the Equipment is returned to Us.
2. **Loss of or Damage to Equipment.** You are responsible for loss, damage or destruction of the Equipment, including but not limited to losses while in transit, while loading and unloading, while at any and all locations, while in storage and while on Your premises, from the time the Equipment leaves Our place of business when You rent/lease it until the Equipment is returned to Us, except that You are not responsible for damage to or loss of the Equipment caused by Our sole negligence or willful misconduct. You are also responsible for loss of use and You shall fully compensate Us for the actual and verifiable loss of use of the Equipment during the time it is being repaired or replaced, as applicable.
3. **Protection of Others.** You will take reasonable precautions in regard to the use of the Equipment to protect all persons and property from injury or damage. The Equipment shall be used only by Your employees or agents qualified to use the Equipment.
4. **Equipment in Working Order.** We have tested the Equipment in accordance with reasonable industry standards and found it to be in working order immediately prior to the inception of this Agreement, and to the extent You have disclosed to Us in writing all of the intended uses of the Equipment, it is fit for its intended purpose. Other than what is set forth herein, You acknowledge that the Equipment is rented/leased without warranty, or guarantee, except as required by law or otherwise agreed upon by the parties at the inception of this Agreement.
5. **Property Insurance.** You shall, at Your own expense, maintain at all times during the term of this Agreement, all risk perils property insurance ("Property Insurance") covering the Equipment from all sources (Equipment Rental Floater or Production Package Policy) including coverage for, without limitation, (i) theft by force (ii) theft by fraudulent scheme and/or "voluntary parting" (iii) mysterious disappearance (iv) loss of use of the Equipment, from the time the Equipment is picked up by You or a shipper at Our place of business or placed upon a common carrier for forwarding to You, as applicable, until the Equipment is returned to and accepted by Us. The Property Insurance shall be on a worldwide basis, shall name Us as the loss payee with respect to the Equipment and shall cover all risks of loss of, or damage or destruction to, the Equipment. The Property Insurance coverage shall be sufficient to cover the Equipment at its replacement value but shall, in no event, be less than \$1,000,000. The Property Insurance shall be primary coverage over Our can be no exclusion for theft from unattended vehicles or a locked vehicle warranty on the policies providing property insurance.
6. **Workers Compensation Insurance.** You shall, at Your own expense, maintain statutory worker's compensation insurance and employer's liability insurance during the course of the Equipment rental with minimum limits of \$1,000,000.



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7. **Liability Insurance.** You shall, at Your own expense, maintain commercial general liability insurance (“Liability Insurance”), including coverage for the operations of independent contractors and standard contractual liability coverage. The Liability Insurance shall include Us as an additional insured and provide that said insurance is primary coverage. Such insurance shall remain in effect during the course of this Agreement, and shall include, without limitation, the following coverages: standard contractual liability, personal injury liability, completed operations, and product liability. The Liability Insurance shall provide general liability aggregate limits of not less than \$2,000,000 (including the coverage specified above) and not less than \$1,000,000 per occurrence.
8. **Insurance Generally.** All insurance maintained by You pursuant to the foregoing provisions shall contain a waiver of subrogation rights in respect of any liability imposed by this Agreement on You as against Us. You shall hold Us harmless from and shall bear the expense of any applicable deductible amounts and self insured retentions provided for by any of the insurance policies required to be maintained under this Agreement. In the event of loss for which You are responsible, You shall promptly pay amount of the deductible amount or self insured retention or the applicable portion thereof to Us or the insurance carrier, as applicable. Notwithstanding anything to the contrary contained in this Agreement, the fact that a loss may not be covered by insurance provided by You under this Agreement or, if covered, is subject to deductibles, retentions, conditions or limitations shall not affect Your liability for any loss. Should You fail to procure or pay the cost of maintaining in force the insurance specified herein, or to provide Us upon request with satisfactory evidence of the insurance, We may, but shall not be obliged to, procure the insurance and You shall reimburse Us on demand for its costs. Lapse or cancellation of the required insurance shall be deemed to be an immediate and automatic default of this agreement. The grant by You of a sublease of the Equipment rented/leased shall not affect Your obligation to procure insurance on Our behalf, or otherwise affect Your obligations under this Agreement.
9. **Cancellation of Insurance.** You and Your insurance company shall provide Us with written notice prior to the effective date of any cancellation or material change to any insurance maintained by You pursuant to the foregoing provisions.
10. **Certificates of Insurance.** Before obtaining possession of the Equipment You shall provide to Us Certificates of Insurance confirming the coverages specified above. All certificates shall be signed by an authorized agent or representative of the insurance carrier.
11. **Operators.** Any and all Operators of the Equipment shall be duly experienced, trained and qualified to operate Equipment of this type. You must supply and employ all Operators for the Equipment, and all such Operators shall be deemed to be Your employees and acting under Your supervision or control for all purposes and shall be covered as additional insureds on all of Your applicable liability insurance policies.
12. **Compliance With Law and Regulations.** You agree to comply with the laws of all states in which the Equipment is transported and/or used as well as all federal and local laws, regulations, and ordinances pertaining to the transportation and use of such Equipment. Without limiting the generality of the foregoing and by way of example, You shall at all times (i) display all necessary and proper placards; (ii) obtain all necessary permits; and (ii) keep all required logs and records. You shall indemnify and hold Us harmless from and against any and all fines, levies, penalties, taxes and seizures by any governmental authority in connection with or as a result of Your possession or use of the Equipment including, without limitation, the full replacement value of the Equipment in the event of seizure or impound, including Our reasonable costs and reasonable outside attorneys fees.
13. **Valuation of Loss/Our Liability is Limited.** Unless otherwise agreed in writing, You shall be responsible to Us for the replacement cost value or repair cost of the Equipment (if the Equipment can be restored, by



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repair, to its preloss condition), whichever is less. We will not be bound by an insurance company's valuation of the Equipment based on a calculation of actual cash value or total loss value. If there is a reason to believe a theft has occurred, You shall file a police report. Loss of use shall be calculated at the rental rate provided for in this Agreement. Accrued rental charges shall not be applied against the purchase price or cost of repair of the lost, stolen or damaged Equipment. We will, in no event, be liable for any consequential, special or incidental damages.

14. **Subrogation.** You hereby agree that We shall be subrogated to any recovery rights You may have for damage to the Equipment.
15. **Bailment.** This agreement constitutes an Agreement or bailment of the Equipment and is not a sale or the creation of a security interest. You will not have, or at any time acquire, any right, title, or interest in the Equipment, except the right to possession and use as provided for in this Agreement. We will at all times be the sole owner (or the authorized agent for the owner) of the Equipment.
16. **Condition of Equipment.** You assume all obligation and liability with respect to the possession of Equipment, and for its use, condition and storage during the term of this Agreement except as otherwise set forth herein. You will, at Your own expense, maintain the Equipment in good mechanical condition and running order. The rent on any of the Equipment will not be prorated or abated while the Equipment is being serviced or repaired for any reason for which You are liable. We will not be under any liability or obligation in any manner to provide service, maintenance, repairs, or parts for the Equipment, except as otherwise specifically agreed upon in writing. All installations, replacements, and substitutions of parts or accessories with respect to any of the Equipment will become part of the Equipment and will be owned by Us.
17. **Expenses.** You will be responsible for all expenses and charges incurred in connection with the operation of the Equipment.
18. **Accident Reports.** If any of the Equipment is damaged, lost stolen, or destroyed, or if any person is injured or dies, or if any property is damaged as a result of its use, maintenance, or possession, You will promptly notify Us of the occurrence, and will file all necessary accident reports, including those required by law and those required by applicable insurers. You, Your employees, and Your agents will cooperate fully with Us and all insurers providing insurance under this Agreement in the investigation and defense of any claims. You will promptly deliver to Us any documents served or delivered to You, Your employees, or Your agents in connection with any claim or proceeding at law or in equity begun or threatened against You, Us, or both of You and Us.
19. **Default.** If You fail to pay any portion or installment of the total fees payable hereunder You otherwise materially breach this Agreement, then such failure or breach shall constitute a default ("Default"). Upon the occurrence of any such Default, and after We provide You with notice and a reasonable opportunity to cure, in addition to all other rights and remedies available at law, We shall have the right, at Our option, to terminate this Agreement and cease performance hereunder. You further agree that the continuation of Our performance hereunder after a Default shall not constitute a waiver or operate as any form of estoppel with respect to Our later assertion of Our right to cease such performance at any time so long as such Default entitled to obtain or seek to obtain injunctive or other equitable relief against You.
20. **Return.** Upon the expiration date of this Agreement with respect to any or all Equipment, You will return the Equipment to Us, together with all accessories, free from all damage and in the same condition and appearance as when received by You.
21. **Additional Equipment.** Additional Equipment may from time to time be added as the subject matter of this Agreement as agreed upon in writing by both parties. Any additional property will be added in an amendment describing the property, the monthly rental, security deposit, and stipulated loss value of the



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additional Equipment. All amendments must be in writing and signed by both parties. Other than by this amendment procedure, this Agreement may not be amended, modified, or altered in any manner except in writing signed by both parties.

22. **Entire Agreement.** This Agreement and any attached schedules, which are incorporated by reference and made an integral part of the Agreement, constitute the entire agreement between the parties. No agreements, representations, or warranties other than those specifically set forth in this Agreement or in the attached schedules will be binding on any of the parties unless set forth in writing and signed by both parties.
23. **Applicable Law.** This Agreement will be deemed to be executed and delivered in Los Angeles, California, and governed by the laws of the State of California.
24. **Arbitration.** Any controversy or claim arising out of or related to this Agreement or breach of this Agreement will be settled by arbitration, in Oakland, California, under the auspices of the Judicial Arbitration and Mediation Service ("JAMS"). The arbitration will be conducted by a single arbitrator under JAMS Streamlined Arbitration Rules. The decision and award of the arbitrator will be final and binding and any award may be entered in any court having jurisdiction. The prevailing party in any such arbitration shall be entitled to an award of reasonable outside attorneys fees and costs in addition to any other relief granted.
25. **Severability.** If any provision of this Agreement or the application of any of its provisions to any party or circumstance is held invalid or unenforceable, the remainder of this Agreement, and the application of those provisions to the other parties or circumstances, will remain valid and in full force and effect.
26. **Facsimile/Scanned Signature.** This Agreement may be executed in counterparts and by facsimile signature or signature that is scanned and transmitted by email; such forms of signature shall be deemed to be original and fully binding.

ACKNOWLEDGED AND AGREED BY AUTHORIZED REPRESENTATIVE:

(LESSEE/RENTER):	
LESSEE SIGNATURE:	
DATE:	
By: (PRINT NAME)	

LESSOR:	Elewa Camera
LESSOR SIGNATURE:	
DATE:	
BY: (PRINT NAME)	