

Introduction To Canon Professional Services

Dear Professional Photographer:

CANON U.S.A., INC. presently offers **CANON PROFESSIONAL SERVICES (C.P.S.)**, a benefits program designed for full time professional photographers. CPS has been established to enable Canon U.S.A., Inc. to offer the professional photographer with expedited repair service as well as short term equipment loans for evaluation prior to purchase, and access to a nation wide network of Pro. Market Rep.'s for information as well as a 20% discount on repairs and free sensor cleanings.

THE FOLLOWING IS REQUIRED FOR CPS MEMBERSHIP:

1. Completed and signed **CPS MEMBERSHIP APPLICATION**.
Please note that if you are using a P.O. Box for mail, it should be listed on the application as your home address. Please list a delivery address under the “company” work address.
2. A fully completed **MEMBERSHIP INFORMATION FORM**.
3. **Documentation**. Eligibility for CPS requires that sufficient evidence to substantiate your professional status be submitted. Image samples may be submitted in print or on CD. Once reviewed by the CPS employee, all images are destroyed. Please use the following guidelines:
 - I. **WORKING PRESS:** (2 or **more** are required)
 - Three tearsheets of work published within the past year are required.
 - A copy of current press credentials.
 - A letter on letterhead from editor or bureau chief stating your staff or contract position.
 - Web Site Address (with link to images)
 - II. **FREELANCE:** (4 or **more** are required)
Canon understands that this is a broad category encompassing many different fields of photography. Therefore, please provide us with any four of the items listed below that best illustrates your particular field of photography as proof of eligibility for CPS.
 - Three (3) tearsheets of work published within the past year.
 - A copy of current press credentials.
 - A letter on letterhead from editor or bureau chief stating your staff or contract position.
 - Samples of studio letterhead, promocards, brochures, price lists, etc.
 - Three (3) samples of recent work.
 - Two (2) letters from clients stating they have used your photographic services within the past year.
 - Two (2) copies of P.O.'s, invoices, etc. from clients within the past year.
 - Copies of current membership cards from professional photo organizations (ASMP, APA, APNY, etc.)
 - Web Site Address. (with link to images)
 - III. **COMMERCIAL/STUDIO:** (3 or **more** are required)
 - Samples of studio letterhead, promocards, brochures, price lists, etc.
 - Three (3) samples of recent work.
 - Two (2) letters from clients stating they have used your photographic services within the past year.
 - Copies of current membership cards from professional photo organizations (ASMP, APA, APNY, etc.)
 - Web Site Address. (with link to images)
 - Corp. tax identification number

- IV. **GOVERNMENT/EDUCATION:** (3 or **more** are required)
- Letter from supervisor/department head stating your position on staff and the type of photographic work done.
 - Copy of agency/company I.D. card.
 - Three (3) samples of recent work.
 - Copies of current membership cards from professional photo organizations (ASMP, APA, APNY, etc.)
 - Web Site Address. (with link to images)

- V. **MISCELLANEOUS:**
- Please send as many credentials as possible to verify your professional standing and a letter stating the kind of photography done.
 - Web Site Address. (with link to images)

Once you have assembled the required documents please send them to:

CANON U.S.A., INC.
One Canon Plaza
Lake Success, N.Y. 11042-1198
Attn: CANON PROFESSIONAL SERVICES
Professional Products Marketing Division

Faxed Applications **can not** be accepted.

All applications will be considered on a case by case basis.

Please allow **four** weeks for processing your application.

When your application is approved, you will receive a welcome packet including your membership card and CPS program information.

All loans are on a first come, first served, short term basis; usually 10 - 14 days.

The CPS program is not to be used for permanent replacement of personal equipment.

Members of CPS are responsible for all equipment borrowed and for the safe return of that equipment. Insurance on borrowed equipment is the CPS member's responsibility.

For further CPS MEMBERSHIP INFORMATION and ASSISTANCE please contact:

PHONE: 516-328-4283

CPS FAX: 516-327-2166

Email: cpsmember@cusa.canon.com

We look forward to providing priority service for your Canon photographic equipment and the opportunity to discover, hands on, the advantages of the *Canon Photographic System*.

Canon Professional Services
CANON U.S.A., INC.
Consumer Imaging Group.



Canon U.S. A., Inc.
 Professional Products Marketing Division
 One Canon Plaza
 Lake Success, New York 11042
 Tel: (516) 328-4283 / Fax: (516) 327-2166
 E-mail: cpsmember@cusa.canon.com

FOR OFFICE USE ONLY	
Status	<u>NEW MEMBER</u>
CPS#	_____
Date Issued	_____
Expiration Date	_____
Authorization	_____ Zone _____

NAME _____ PHONE NO. _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

COMPANY NAME _____ PHONE NO. _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

EMAIL ADDRESS _____ FAX NO. _____

Web Site _____ Web Site _____

CPS MEMBERSHIP APPLICATION

Canon Professional Services - (C.P.S.) - A program offered by
 The Professional Marketing Division of Canon U.S.A., Inc.

(SIGNATURE REQUIRED ON BACK)

I desire to borrow from Canon U.S.A., Inc. ("Canon") certain items of equipment and related accessories as described in each Loan Shipping Order annexed hereto from time to time (the "Equipment"), for the sole purpose of testing such Equipment, in my capacity as a professional photographer, to see if it meets my needs, as I contemplate a purchase of such Equipment. Each Loan Shipping Order, together with this Agreement, shall constitute a separate Agreement. I agree that such use will be in accordance with the terms and conditions governing Canon's Professional Loan Program as set forth herein.

1. Canon agrees to loan to me, without charge, the items of Equipment listed in each Loan Shipping Order.
2. I understand that all Equipment loan requests will be reviewed by Canon and Canon will determine, in its sole discretion whether a loan will be made and, if so, the priority and scheduling of loans. Equipment quantities are limited and are available on a first come-first serve basis. Should Canon agree to loan me the Equipment, the Professional Loan Program registration card issued to me will be effective for an initial period of two (2) years, and if renewed by Canon in writing, for a further period of two (2) years. Should I lose my Professional Loan Program registration card, I will promptly notify Canon in writing and complete such forms as Canon may require for the issuance of a new card.
3. The Equipment is loaned to me solely for my personal use in accordance with this Agreement and I will not lend the Equipment to any third party. The Professional Loan Program registration card issued to me, and any Equipment loaned to me, may not be transferred or otherwise loaned by me to a third party.
4. I agree to supply Canon with street addresses for both my home and place of employment and I will promptly notify Canon, in writing, of any changes in such addresses.
5. Canon will pay for transporting the Equipment to my business address, unless I specify home delivery. I will pay for transporting the Equipment upon completion of the loan period, or at such other time as Canon should request its return.
6. All Equipment will be kept at my current address as filed with Canon, except when such Equipment is in actual use by me on location.
7. I acknowledge that Canon reserves the right to recall any item of Equipment, for any reason, on five (5) days prior written notice mailed to me at any current address on file with Canon. All Equipment will be returned to Canon by the return date set forth in each Loan Shipping Order, or at such earlier time as Canon may request. In the event I fail to return the Equipment when due, Canon may invoice me for the current LIST PRICE of any unreturned Equipment and I will pay such invoice within thirty (30) days of receipt. Failure to return Equipment and/or pay such invoice may result in the suspension or termination of my membership privileges in the Canon Professional Services Program hereunder, in Canon's sole discretion.

8. I will return the Equipment and all related accessories to the Canon office which loaned it to me, in its original packaging and in good condition, reasonable wear and tear expected. I agree to use my best effort to protect the Equipment against shock, impact, water damage, sand, dirt and other harmful substances which may damage the Equipment. I acknowledge and agree that I bear all risk of loss or damage to the Equipment while the Equipment is in my possession and until its receipt by Canon, including any damage caused by improper packaging of the Equipment for its return to Canon. I agree to reimburse Canon for the cost of any repairs to, or replacement of, the Equipment necessitated due to mishandling, carelessness or neglect while on loan, including any damage caused by improper packaging of the Equipment for its return to Canon.
9. I will carry "all risk" insurance on all Equipment loaned to me in an amount equal to the full value of the Equipment as set forth in each Loan Shipping Order. Such insurance shall list Canon as a co-insured. I agree to reimburse Canon for any loss, theft, or disappearance of Equipment in the event such loss is not reimbursed to Canon under the "all risk" insurance policy. I will promptly notify Canon (and forward Canon a copy of any report submitted to the pertinent police department) in the event of loss, theft or disappearance of the Equipment.
10. I agree to use the Equipment in accordance with published Canon instructions. Under no circumstances will I perform any maintenance or repair on the Equipment. If maintenance or repair on the Equipment is necessary, I will contact Canon's Professional services Division ("CPS") for further instructions.
11. I acknowledge and agree that the Equipment is loaned to me "AS IS". THERE ARE NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, RELATING TO THE USE OR PERFORMANCE OF THE EQUIPMENT, AND ANY AND ALL SUCH WARRANTIES ARE EXPRESSLY DISCLAIMED, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. CANON SHALL NOT BE LIABLE FOR ANY DAMAGES INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, PROPERTY DAMAGE, LOST PROFIT OR OTHER DIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, ARISING OUT OF THIS AGREEMENT OR THE USE OR INABILITY TO USE THE EQUIPMENT.
12. I acknowledge that Canon makes no warranties or representations of any kind with respect to the prospects for any business relationship between us as a result of this Agreement. Nothing in this agreement shall be deemed to create a partnership, joint venture or relationship of employment between us. Neither party shall have any obligation to the other after completion of the loan period, except as expressly set forth herein.
13. THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK. This Agreement constitutes the complete agreement of the parties and supersedes all previous understandings, agreements or representations, written or oral, between us on this subject matter. All notices shall be in writing and bear the addresses of the parties to this Agreement and shall be dispatched by certified or registered mail, return receipt requested, or by facsimile. This agreement may not be amended except by a writing signed by both parties. In the event that any one or more of the provisions of the agreement is unenforceable, the enforceability of the remaining provisions shall be unimpaired.
14. This agreement shall not be assignable by me without Canon's prior written consent and any attempted assignment without such consent shall be void.
15. I agree to the above stated terms and further acknowledge that Canon may cancel my Professional Loan Program registration, and all professional privileges afforded by Canon, at any time, at its discretion.

I understand my responsibilities regarding the Equipment as set forth in this agreement, and I personally guarantee the return of this Equipment, or payment for any part not returned, when recalled by Canon.

Signature

Name (Print)

Date

MEMBER INFORMATION FORM

FIRST NAME _____ LAST NAME _____
 EMAIL ADDRESS _____
 WEB SITE ADDRESS _____
 HOME PHONE _____ WORK PHONE _____
 BEST TIME TO CALL _____

Pro Affiliation: APA APNY NPPA ASMP PPA Other _____

Pro Status: Freelance Staff Owner

CHECK ALL APPLICABLE TO YOU

<input type="checkbox"/> Animals	<input type="checkbox"/> Beauty	<input type="checkbox"/> Fashion	<input type="checkbox"/> Landscape	<input type="checkbox"/> Portraiture	<input type="checkbox"/> Sports
<input type="checkbox"/> Annual Reports	<input type="checkbox"/> Catalog	<input type="checkbox"/> Feature Story	<input type="checkbox"/> Nature	<input type="checkbox"/> Products	<input type="checkbox"/> Travel
<input type="checkbox"/> Architecture	<input type="checkbox"/> Children	<input type="checkbox"/> Fine Art	<input type="checkbox"/> Nudes	<input type="checkbox"/> Public Relations	<input type="checkbox"/> Wildlife
<input type="checkbox"/> Automobiles	<input type="checkbox"/> Documentary	<input type="checkbox"/> Food	<input type="checkbox"/> People	<input type="checkbox"/> Weddings	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Aviation	<input type="checkbox"/> Editorial	<input type="checkbox"/> Interiors	<input type="checkbox"/> Papparazzi	<input type="checkbox"/> Special Effects	<input type="checkbox"/> Magazine
<input type="checkbox"/> Advertising <input type="checkbox"/> Photojournalism <input type="checkbox"/> Commercial <input type="checkbox"/> Stock <input type="checkbox"/> Web Site					
<input type="checkbox"/> Indy 500	<input type="checkbox"/> US Open Tennis	<input type="checkbox"/> Superbowl	<input type="checkbox"/> World Series	<input type="checkbox"/> NBA Basketball	
<input type="checkbox"/> Nascar	<input type="checkbox"/> Nasdaq Tennis	<input type="checkbox"/> NFL Football	<input type="checkbox"/> Spring Training	<input type="checkbox"/> ML Baseball	
<input type="checkbox"/> Formula 1	<input type="checkbox"/> Kentucky Derby	<input type="checkbox"/> Yachting	<input type="checkbox"/> World Cup Skiing	<input type="checkbox"/> Equestrian	
<input type="checkbox"/> 24 hrs Daytona	<input type="checkbox"/> World Cup Soccer	<input type="checkbox"/> Political Conv.	<input type="checkbox"/> Surfing	<input type="checkbox"/> Fashion Week	
<input type="checkbox"/> Bike Week	<input type="checkbox"/> Olympics	<input type="checkbox"/> US Open Golf	<input type="checkbox"/> Snowboard	<input type="checkbox"/> Hockey	
<input type="checkbox"/> Motorcross	<input type="checkbox"/> X-Games	<input type="checkbox"/> PGA Golf	<input type="checkbox"/>	<input type="checkbox"/>	

CHECK THE EQUIPMENT YOU OWN

<input type="checkbox"/> Digital EOS-1D Mark II	<input type="checkbox"/> 580EX	<input type="checkbox"/> EF 16-35/2.8L	<input type="checkbox"/> EF 28-300/3.5-5.6L I.S.
<input type="checkbox"/> Digital EOS-1D Mark IIN	<input type="checkbox"/> 580EX II	<input type="checkbox"/> EF 16-35/2.8L II	<input type="checkbox"/> EF 70-200/4 L IS
<input type="checkbox"/> Digital EOS-1D Mark III	<input type="checkbox"/> MR-14EX	<input type="checkbox"/> EF 17-40/4L	<input type="checkbox"/> EF 100-400/4.5-5.6L I.S.
<input type="checkbox"/> Digital EOS-1Ds	<input type="checkbox"/> MT-24EX	<input type="checkbox"/> EF 24-70/2.8L	<input type="checkbox"/> EF 300/4L I.S.
<input type="checkbox"/> Digital EOS-1Ds Mark II	<input type="checkbox"/> MACRO Lenses	<input type="checkbox"/> EF 70-200/2.8L I.S.	<input type="checkbox"/> EF 300/2.8L I.S.
<input type="checkbox"/> Digital EOS 5D	<input type="checkbox"/> EF-S Lenses	<input type="checkbox"/> EF 14/2.8L	<input type="checkbox"/> EF 400/2.8L I.S.
<input type="checkbox"/> Digital EOS 10D	<input type="checkbox"/> EF 1.4X II	<input type="checkbox"/> EF 15/2.8L	<input type="checkbox"/> EF 400/4L DO I.S.
<input type="checkbox"/> Digital EOS 20D	<input type="checkbox"/> EF 2X II	<input type="checkbox"/> EF 24-105/4L I.S.	<input type="checkbox"/> EF 500/4L I.S.
<input type="checkbox"/> Digital EOS 30D	<input type="checkbox"/> T/S-E Lenses	<input type="checkbox"/> EF 28-135/4.5-5.6 I.S.	<input type="checkbox"/> EF 600/4L I.S.
<input type="checkbox"/> Nikon	<input type="checkbox"/> Medium Format	<input type="checkbox"/> Other _____	