



405 Howard St, Suite 550
 San Francisco, CA 94105
 Telephone: (877) 623-4997
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COMPANY STOREFRONT SETUP FORM

COMPANY INFORMATION:

Date: 2/12/2016
Industry: Municipality
Company Contact: Meaghan O'Neal

Company Name: City of Durham
Contact Phone: 919-560-4214
Contact Email: Meaghan.O'Neal@durhamnc.gov

BILLING INFORMATION:

Billing Contact: Regina Youngblood
Billing Contact Phone: 919-560-4214
Billing Contact Email:
 Regina.Youngblood@durhamnc.gov

Billing Address: City of Durham
Street: 101 City Hall Plaza, Suite 1600

City/State/Zip: Durham, NC 27701

CONTRACT PRICING (STOREFRONT):

1. Mark which devices you would like to include in your storefront with an "X"
2. Indicate the flat rate, or percentage **company subsidy** you will provide for each device
3. Determine **end user price** shown to eligible users: (CONTRACT PRICE – COMPANY SUBSIDY)
4. If you would like to enable your storefront for **CAN and UK**, please see the last page for pricing

Device Name	Zip	One	Flex	Charge	Charge HR	Surge
Contract Price (USD)	\$55.00	\$84.50	\$84.50	\$107.75	\$127.00	\$204.00
Devices to Include	X	X	X	X	X	X
Company Subsidy	\$50	\$50	\$50	\$50	\$50	\$50
End User Price	\$5.00	\$34.50	\$34.50	\$57.75	\$77.00	\$154.00

OFFER INFORMATION: 1 year maximum duration

Offer Start Date: 3/1/2016
Expected Volume: 1500
Cart Maximum: 2500

Offer End Date: 2/28/2017
Total units per user: One (1)
Access: Promo Codes **OR** **Email Domains** (highlight)

(See next page for storefront customization)

STOREFRONT CUSTOMIZATION:

1. **Company Storefront URL:** <http://www.fitbit.com/store/CityofDurham>
 - a. *Note: The URL cannot be changed once the cart is created*

b. 2-20 characters

2. **Storefront Welcome Text:** *Ex) Welcome Employees! Through this offer you are eligible for preferred pricing on Fitbit devices. Your promo code is your employee ID followed by "0000"*

Welcome City of Durham employees! Through this offer, you are eligible for one (1) discounted Fitbit device. To receive the discounted device, you must use your City of Durham email address to complete your order. If you do not have a City of Durham email address or have any other questions, please email HRConnect at HRConnect@durhamnc.gov.

OFFER DETAILS:

Please provide a brief description of the offer. Is there an incentive attached to ordering a Fitbit? Who is eligible? Will you be running challenges? Etc.

There is not an incentive beyond the significant discount for ordering a Fitbit. We are planning to run an 8-week Fitbit challenge starting April 4 and a second 8-week Fitbit challenge starting in July.

COMMUNICATION REVIEW:

Fitbit will receive communications to review by: February 29, 2016

Please ensure launch communications have been shared and reviewed by Fitbit 1 week or more in advance of launching a new Company Storefront. This helps our support team stay informed about your offer and ensure a seamless launch. Communications include, but are not limited to: email and print promotions, FAQs and onboarding documents.

INVENTORY/BACK ORDER:

Please provide expected order volumes as far in advance as possible (60 days preferred). All items are subject to backorder in a Company Storefront and Fitbit cannot guarantee inventory. End users will be notified at the time of purchase if their device is on backorder.

(See next page for CAN and UK Pricing)

CANADIAN PRICING:

Device Name	Zip	One	Flex	Charge	Charge HR	Surge
Contract Price (CAD)						
Devices to Include						
Company Subsidy						
End User Price						

UK PRICING:

Device Name	Zip	One	Flex	Charge	Charge HR	Surge
Contract Price (£)						
Devices to Include						
Company Subsidy						
End User Price						