

# Keslow Camera

## FILM & DIGITAL CAMERA RENTALS

11260 PLAYA COURT • CULVER CITY • CALIFORNIA • 90230 • TEL: (310) 636-4600 • FAX: (310) 915-5335  
[www.keslowcamera.com](http://www.keslowcamera.com)

### NEW ACCOUNT APPLICATION

The following are the necessary documents to open an account with us. In order to establish this account, please fill out and return the following:

1. Our "Account Application Form" (the application must be filled out completely and signed by an authorized signer for your company in order to process)
2. If you are opening an account for a corporation, the President or Vice President should sign the "Continuing Guarantee." If the account is for a partnership, the General Partner should sign this form.
3. "Authorization to Release Credit Information" (this form should be signed by an authorized signer for your company)
4. A Certificate of Insurance naming Keslow Camera, Inc. as additional insured and loss payee. The certificate must be for at least the value of the equipment you plan to rent.

Please note the first job is always C.O.D. A certified check or credit card is required upon equipment pickup. The account remains C.O.D. until the credit application and it's review is completed to Keslow Camera, Inc.'s satisfaction.

If you have any questions or need further information, please don't hesitate to contact us.

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### ACCOUNT APPLICATION FORM

Date: \_\_\_\_\_

Legal Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PH: \_\_\_\_\_ FX: \_\_\_\_\_ How long at address?: \_\_\_\_\_

Key Contact (i.e. corporate officers/partners/owners) \_\_\_\_\_

Corporation? \_\_\_\_\_ Federal Tax ID #: \_\_\_\_\_

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#### \*BANKING REFERENCE:

1. Name: \_\_\_\_\_ Acct. #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Date Acct. Opened: \_\_\_\_\_ Officer: \_\_\_\_\_

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#### \*\*TRADE REFERENCES: (AT LEAST 5, INDUSTRY RELATED)

1. Name: \_\_\_\_\_ PH# \_\_\_\_\_ FX# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_ Acct No. \_\_\_\_\_

.....

2. Name: \_\_\_\_\_ PH# \_\_\_\_\_ FX# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_ Acct No. \_\_\_\_\_

.....

3. Name: \_\_\_\_\_ PH# \_\_\_\_\_ FX# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_ Acct No. \_\_\_\_\_

4. Name: \_\_\_\_\_ PH# \_\_\_\_\_ FX# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_ Acct No. \_\_\_\_\_

5. Name: \_\_\_\_\_ PH# \_\_\_\_\_ FX# \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_ Acct No. \_\_\_\_\_

**\* WE NEED COMPLETE COMPANY NAMES, ADDRESSES, PHONE AND FAX NUMBERS IN ORDER TO PROCESS YOUR APPLICATION**

**CONFIRMATION OF INFORMATION ACCURACY & RELEASE OF AUTHORITY TO VERIFY**

The undersigned, for the purpose of procuring and establishing credit from time to time with Supplier to permit (Customer Name) \_\_\_\_\_ to become indebted to Supplier for purchase of goods, materials and/or services, furnishes the above business and personal credit information. The undersigned, jointly and individually, certify that all information in this Credit Application is complete, factual and correct, and understands the Supplier will rely on the accuracy of this information for any credit that may be extended. Supplier is hereby expressly authorized to contact any parties listed herein and to verify any information contained in this Credit Application. The undersigned hereby waives any privacy of credit information rights or regulations. The undersigned also understands that the use of a photocopy of this form may be necessary to verify one or more of the credit references. The undersigned authorizes that use and requests that such a photocopy be honored fully, as if it were an original. If any representations made on the Application prove to be untrue, the undersigned agrees that all obligations of (Customer to, or held by, Supplier shall immediately become due and fully payable without demand or notice. The undersigned hereby acknowledges receipt of a copy of this Credit Application.

Signed by: \_\_\_\_\_ Signed By: \_\_\_\_\_

Signature & Title

Please Type or Print Name

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## AUTHORIZATION TO RELEASE CREDIT INFORMATION

To whom it may concern:

Keslow Camera, Inc. is hereby authorized to request all necessary credit information from the references given on the attached credit application and agreement, to assist in their extension of credit to the undersigned.

The said persons, bank, and/or companies are hereby requested and directed to release such information to Keslow Camera, Inc. upon request.

In the event that you receive a photocopy of this authorization, it should be treated as an original and the requested information should be released.

\_\_\_\_\_  
SIGNED

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
DATE

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**\*READ CAREFULLY. THIS DOCUMENT IMPOSES PERSONAL LIABILITY FOR THE INDIVIDUAL WHO SIGNS\***

### CONTINUING GUARANTY

For valuable consideration, including the execution of one or more Rental Contracts by and between **KESLOW CAMERA, INC.** as Lessor and \_\_\_\_\_ as Lessee, the undersigned, jointly and severally, promise and guaranty to pay or perform any and all obligations of Lessee under each such Rental Contract prior to the revocation of this Continuing Guaranty.

The undersigned has read and understood the terms and Conditions of Keslow Camera's Rental Contract.

The undersigned agrees to pay reasonable attorney's fees and all other costs and expenses incurred by the Lessor to proceed against any other person or to pursue any other remedy.

The undersigned understands and intends that this Continuing Guaranty shall continue until the receipt by the Lessor of written notice from the undersigned of the withdrawal of this Continuing Guaranty, provided and such withdrawal shall not affect the liability of the undersigned with respect to Rental Contracts entered into prior to receipt of such notice.

The undersigned acknowledges that their liability pursuant to this continuing guaranty extends not only to the due and punctual payment of rents but also to each and every one of the Rental Contract Terms and Conditions without limiting the generality of the foregoing, the undersigned agrees that in the event any item of equipment is either not returned to the Lessor (whether because of loss, theft or destruction) or returned to the Lessor in a damaged condition, the undersigned is liable to pay the Lessor the replacement value of the equipment or, alternatively, in the Lessor's discretion, the cost of repairs, in any event, rent for the equipment shall continue at the rate provided in the Rental Contract until the equipment has actually been replaced or repaired and returned to the Lessor's rental inventory (regardless of any delays in replacement or repair attributable to causes beyond the control of Lessor).

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Name (type or print)

Home Phone

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Home Address

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Drivers License #

Social Security #

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Signature

Date

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### INSURANCE REQUIREMENTS

**YOU MUST INSURE ALL THE EQUIPMENT.** You shall, at your expense, and at all times during the rental, maintain in full force and effect insurance covering all equipment rented, from all sources, for full replacement cost, except vehicles which are at actual cash value, and for loss of use (rents) of the equipment. Coverage must begin from the time you or your agents accept delivery of the equipment and continue until the time the equipment is returned. You shall deliver to the Rental Company, upon request, evidence of the insurance coverage, typically a Certificate of Insurance satisfactory to the Rental Company, showing Liability Coverage, Property Insurance and Workers Compensation Insurance, prior to taking possession of equipment. Such insurance shall be written by reputable insurers acceptable to the Rental Company; your insurers shall agree to be the primary insurers of such Equipment during the rental period. Notwithstanding this paragraph, you shall remain primarily liable to the Rental Company, which may enforce its remedies directly against you without resort to your insurance.

**PROPERTY INSURANCE.** Your insurance should be on a worldwide basis; it shall name the rental Company as Loss Payee for loss or damage to the property rented; it shall cover "All Risks" of loss or damage for equipment; vehicles physical damage coverage shall include the perils of "Comprehensive" and "Collision"; and all policies shall provide for 10 days written notice to the rental company before any policy shall be modified or cancelled. Limits shall be sufficient to encompass all property at risk, regardless of source, but in no event less than \$1,000,000.

**LIABILITY INSURANCE.** You shall name the Rental Company as an Additional Insured on your liability insurance and your liability insurance shall be deemed primary insurance in the event of any claim or suit. Liability insurance shall meet the following minimums:

**Commercial General Liability:** \$1,000,000 per occurrence & annual aggregate

**Automobile Liability:** \$1,000,000 combined single limit

**Foreign Liability,** if filming outside the U.S.A. or Canada: \$1,000,000 per occurrence limit

**Aircraft Liability,** if filming from an aircraft: \$5,000,000.

**THE RIGHTS OF THE RENTAL COMPANY ARE NOT AFFECTED BY YOUR NON-PERFORMANCE.** Your insurance shall agree that the rights of the Rental Company under the insurance coverage as described in the preceding paragraphs shall not be affected by any act or neglect or breach of condition by you, other than non-payments of insurance premiums.

Should you fail to procure or pay the cost of maintaining in force the insurance specified in the Rental Contract or to provide the Rental Company upon request with satisfactory evidence of the insurance, the Rental Company may, but shall not be obligated to, procure the insurance and you shall reimburse the Rental

Company on demand for its cost. Lapse or cancellation of the required insurance shall be an immediate and automatic default of this agreement.

(Please keep in mind that the Keslow Camera, Inc. rental agreement requires you to be responsible for ALL physical damage including theft of rental equipment. Further, our rental agreement requires you to pay rental charges on damaged or stolen equipment until the equipment can be returned to our normal rental inventory. Generally we will deal directly you're your insurance company when a loss occurs. However, simply because there are exclusions in does not relieve you of your responsibility under the Keslow Camera, Inc. rental agreement.)

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### RENTAL TERMS AND CONDITIONS

- 1. Inspection:** Customer has inspected and tested all of the equipment being leased hereunder. Customer agrees that such equipment is in good working condition, acceptable to Customer, and free from damage or defect. Customer assumes all risks inherent in inspection and testing and shall be liable for all damage caused to equipment, property, or persons during inspection and testing.
- 2. No Warranty; Limitation of Liability:** Customer acknowledges and agrees that all equipment is being leased AS IS, without warranty or guarantee of any kind, expressed or implied, including, without limitation, the warranties of merchantability and fitness for a particular purpose, and that KESLOW CAMERA, INC. ("KESLOW") assumes no responsibility, implied in fact or law, for the performance or non-performance of said equipment. KESLOW shall not be liable for any loss or damage of any kind, whether caused by negligence or otherwise, resulting from any delay, detention, late-delivery, non-delivery, defect, or deficiency in leased equipment or other materials supplied, stored, repaired, transported, received, or processed, or the services of technicians, drivers, or any other personnel or service provided by or through KESLOW. Customer agrees not to institute any legal action or proceeding against KESLOW seeking damages from, or to impose liability on, KESLOW in contravention of the preceding sentence. Customer agrees to assign to KESLOW, prior to execution thereon, the amount of any judgment obtained by Customer against KESLOW in connection with this Agreement which exceeds the actual amount of money paid by Customer to KESLOW under this Agreement.
- 3. Equipment Pick-up & Return:** Customer must pick-up and return equipment at KESLOW's business premises during normal business hours. Customer is deemed to have taken delivery of the equipment, and therefore assumes all risk of loss thereof, from the time that the equipment is set aside from KESLOW's general rental inventory for Customer's use. KESLOW does not ship equipment. Any arrangements with common carriers are the sole responsibility of Customer and must be made by Customer directly with the common carrier. All equipment shipped to KESLOW by Customer must be shipped prepaid. Equipment will not be deemed to have been returned until all of the following conditions have been met: (i) equipment has been returned to KESLOW's premises during normal business hours; (ii) an inventory has been completed and a list of any missing or damaged equipment has been compiled; and (iii) the scheduled term of Customer's lease agreement for the equipment has expired.
- 4. Rates, Charges, Etc.:** Rates and terms of payment are based upon credit information at the time of rental. Should there be any change in such information, Customer agrees that KESLOW may revise the same without further notice. The first rental day shall be the day of delivery to Customer. The last rental day shall be the day of return if such return is after 10 A.M. Equipment rented at the daily rate will be charged for Sundays and Holidays if the equipment is actually used on such days. A \$50 administrative charge and interest will be added to accounts not paid when due. The amount of interest will be equal to 1-1/2% of the balance due and will be added for each 30-day period which elapses from and after the due date of such account. Customer agrees to pay KESLOW upon demand reasonable compensation, not to exceed the scheduled lease payments, for any losses KESLOW may sustain because of Customer's cancellation of all or part of an order. Customer agrees to pay all taxes, transportation charges, duties, broker fees, bond fees, and all other costs imposed upon the leasing or use of the equipment. In no event, shall interest accrue or be payable by KESLOW with respect to any Customer deposit or prepaid rent.
- 5. Equipment Location:** The equipment, or any part thereof, may not be removed from the County of Los Angeles, State of California, without the prior written consent of KESLOW. Customers who receive KESLOW's prior written consent to move equipment outside the United States will only be allowed to ship such equipment through an established customs broker contracted by Customer. Prior to any equipment leaving the United States, said customs broker must register the equipment with United States Customs, using United States Customs Form 4455 (or its successor or replacement form), or obtain an ATA Carnet covering the equipment. A certified copy of the registration form or a copy of the ATA Carnet must be provided to KESLOW promptly after shipment.
- 6. Authorized Users:** Customer agrees to keep all equipment leased hereunder in Customer's sole custody and control and will not sublet or assign any equipment without the prior written consent of KESLOW. Customer will only allow Customer's duly qualified employees and/or agents to use the equipment and will not use any equipment in violation of any applicable law, rule, or regulation, including, without limitation, foreign, federal, state, and municipal laws, rules, and regulations.
- 7. Damaged/Unreturned Equipment:** If any item of equipment is returned in an irreparably damaged condition or, for any reason (including, but not limited to, destruction, confiscation, theft or act of God), is not returned, Customer shall pay KESLOW the monetary

value of such item. Customer specifically agrees that the monetary value of each item of leased equipment is as per the list posted in KESLOW's office, a copy of which will be furnished to Customer upon request. If any item is returned in a damaged, but repairable condition, Customer shall pay to KESLOW the cost of such repairs as determined by KESLOW. In determining whether equipment shall be replaced or repaired, KESLOW's judgment shall be conclusive upon Customer. In addition to Customer's liability for the replacement or repair cost of damaged or unreturned equipment, Customer also agrees to pay rent on such damaged or unreturned equipment at the rate of three times the daily rental rate until the equipment has actually been repaired or replaced and returned to KESLOW's rental inventory. Customer agrees to pay any amounts owing for damaged or unreturned equipment within 10 days of KESLOW's invoice or written demand therefor. Accrued rental fees are not applicable to, nor may they be used as an offset against, any amounts owing hereunder for damaged or unreturned equipment. In no event shall Keslow's acceptance of returned equipment be deemed a waiver by KESLOW of any claims that it may have against Customer, including, without limitation, any claim for latent or patent damage to the equipment.

8. Title and Ownership: Customer specifically acknowledges and agrees that Customer is only leasing the equipment, with no option or right to purchase the equipment, and that all title to and ownership of the equipment remains with KESLOW. Customer shall keep the equipment free of all liens, levies, and encumbrances. Customer agrees not to remove, alter, or conceal any tag, nameplate, marking, serial number, or other evidence of KESLOW's ownership on or affixed to the equipment.
9. Right of Entry: Upon termination of the lease period or upon breach of any provision hereof, or in the event of a proceeding in bankruptcy with regard to Customer, or the levying of any legal process upon any item of equipment herein described, or upon any use of equipment in derogation or violation of KESLOW's superior title and ownership, Customer hereby irrevocably and unconditionally authorizes KESLOW and its agents, at any time, with or without notice, to enter any of Customer's premises or any other location where the equipment may reasonably be expected to be found, with or without legal process and forcibly if necessary, for the purpose of repossessing any and all equipment leased to Customer. Customer waives any cause of action Customer may have, whether in trespass or otherwise, on account of any such entry and represents and warrants that Customer has obtained all necessary consents from all owners and tenants of such premises or locations for the purpose of such entry. KESLOW and its agents shall have no liability for any damage caused by any such entry nor shall KESLOW's right to receive accrued rents or other monies due hereunder be prejudiced by any such repossession.
10. Insurance: At all times from and after the delivery of equipment to Customer, Customer shall maintain property damage insurance, at Customer's expense, in amounts and with insurance companies satisfactory to KESLOW, protecting KESLOW as an additional insured and providing for 10 days' written notice to KESLOW before any policy shall be modified or canceled. Prior to pick up of rental equipment, Customer shall deliver a complete copy of such insurance policy to KESLOW. Should Customer fail to procure or pay the cost of maintaining in force the insurance specified above or to provide KESLOW upon request with satisfactory evidence of the insurance, KESLOW may, but shall not be obligated to, procure such insurance, and Customer shall reimburse KESLOW on demand for the cost of such insurance.
11. Indemnity: Collection Costs: Customer agrees to indemnify KESLOW and to hold KESLOW harmless from and against any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities (collectively, "Damages"), including, without limitation, attorney's fees, court costs and collection agency costs, arising out of, connected with, or resulting from: (i) any equipment or services provided hereunder or in connection herewith, including, without limitation, Damages arising out of, connected with, or resulting from the manufacture, selection, delivery, possession, use, operation, conduct, or return of said equipment; and (ii) the breach by Customer or any covenant, agreement, representation or warranty made herein. If KESLOW places Customer's account in the hands of an attorney or collection agency for collection, Customer agrees to pay all attorneys' fees, collection agency fees and commissions, and court costs incurred in connection therewith.
12. Cross-Default: Any breach of this Agreement by Customer shall also constitute a breach by Customer of all other agreements Customer may have with KESLOW. If Customer breaches this Agreement or any other agreement with KESLOW, KESLOW may pursue all remedies and enforce all rights available to KESLOW under this Agreement or such other agreement(s) and shall have the right to offset any payment obligations or debts owed by KESLOW to Customer against any claims of KESLOW against Customer.
13. Screen Credits: If any of the equipment is used in the filming or photography, whether in whole or in part, of any theatrical, television or home video motion picture or program, Customer agrees that KESLOW shall receive on-screen credit in the end credits in substantially the following form: "Camera and Lenses furnished by KESLOW CAMERA, INC." KESLOW shall not have any right to injunctive or equitable relief if Customer breaches this provision; however, upon receipt of written notice from KESLOW, Customer shall endeavor in good faith to prospectively cure any omission or failure to provide the above-specified credit.
14. Signer Authority/Liability: If Customer is a corporation, limited liability company or other entity, the person signing this Agreement on behalf of such entity hereby warrants that he/she has full authority from such entity to sign this Agreement on behalf of the entity.

Such person and the Customer shall be jointly and severally liable for all rentals and all other sums that become due and owing to KESLOW under the terms of this Agreement.

15. Review of Agreement: Customer hereby acknowledges that, prior to execution hereof, Customer read this Agreement and fully understands all of its provisions.
16. Miscellaneous: This Agreement and the term sheet printed on the reverse side or attached hereto constitute the entire agreement between the parties hereto with respect to the subject matter hereof and cannot be modified, supplemented, or amended except by a written instrument executed by the parties hereto. If any provision of this Agreement is illegal or contrary to public policy, such provision shall be curtailed, limited, or eliminated to the extent necessary to remove such illegality or conflict and, as so modified, this Agreement shall continue in full force and effect. No waiver by one party of a breach or default by the other party shall be deemed to be a waiver of any preceding, continuing, or succeeding breach of the same or any other provision of this Agreement. This Agreement shall be subject to and construed in accordance with the laws of the State of California without reference to its conflict of law rules. The venue and jurisdiction of any litigation related to, arising out of, or connected with this Agreement, shall be exclusively in a state or federal court located in Los Angeles County, California, and the prevailing party in such litigation shall be awarded its attorneys' fees and costs incurred therein, including any on appeal. This Agreement shall be binding upon and inure to the benefit of the parties and their respective heirs, successors, licensees, and permitted assigns.

**THE UNDERSIGNED HAS READ AND AGREES TO ALL TERMS AND CONDITIONS ABOVE.**

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SIGNED

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DATE