



RENTAL AGREEMENT
(Please fax to 713.995.4994)

Expiration Date: _____
11500 S. Sam Houston Pkwy W
Houston, TX 77031
www.primecamera.com

*Required Items

Customer Name*: _____

Company Name*: _____

Street Address*: _____

City / State / ZIP*: _____

Phone*: _____ Alt. Phone: _____

Email*: _____

Credit Card*: _____ Company / Business Card _____ Personal Card

_____ MasterCard _____ American Express _____ Visa _____ Discover

Card Number*: _____ Expiration Date*: _____ CVV*: _____

Card Holder's Name*: _____

Billing Address*: _____

Credit Card Authorization: I, * _____, hereby authorize Prime Camera to charge my credit card for the initial rental, security deposits (if any), and damage to or loss of rental equipment (not to exceed \$15,000). I agree to be bound to Prime Camera's terms and conditions for this transaction. I have read and understood the Rental Agreement and I agree to Prime Camera's policy to pay for any missing, damaged, or stolen components. Initials*: _____

How did you hear about us? _____

I. Rental Periods and Charges:

- a. The minimum rental period is one day. For out-of-town shipments of equipment, the minimum rental period is two days. All rental charges start the day of shipment or pick-up, and continue until all equipment is returned to Prime Camera. The customer is responsible for all shipping and delivery charges, including insurance, when applicable.
- b. Hours of operation for Prime Camera are as follows: 9am-6pm Monday thru Friday, 10am-3pm Saturdays, and Closed on Sundays. Equipment must be picked up one hour before store closing. Anyone attempting to pick up after that time may be turned away. Equipment must return by 1pm on day of return. All late fees are equal to one day rental of the equipment. Equipment returned after 1pm will be charged a late fee. Additional late fee charges will be applied daily at 10am for every day the equipment is not returned.
- c. Rental charges may be applied to equipment purchases only under certain circumstances AND only if approved by Prime Camera management. The amount most often applied to purchases is equal to 50% of the rental cost of the same item rented within 15 days of the purchase.

II. Reservations and Deposits:

- a. Prime Camera is not liable for any loss of revenue, or any other inconvenience, which may result from unexpected unavailability of equipment that has been reserved by the customer.
- b. Some items may require a NON-REFUNDABLE reservation deposit at the time of the reservation. This deposit will be applied to the rental. Any deposit made on a cancelled reservation is forfeit and will not be applied to future rentals or reservations. Paying for a rental ahead of time does not mean that it can be picked up after the rental department closes, one hour before store closing time.
- c. Customers who do not have an open account with Prime Camera may be required to make a Security Deposit up to the value of the rented equipment. Security Deposits must be paid with a MasterCard, Visa, or an American Express. Cash, checks or debit cards will NOT be accepted.
- d. Customers who live more than fifty (50) miles outside of Houston will be required to have rental insurance for every rental. Rental Insurance must cover ALL instances and be able to cover the retail value of the rented equipment.

III. Cancellations:

- a. A fee may be charged for cancelling all or part of any rental order. This fee will vary depending on the specific circumstances and the equipment involved.

IV. Payment and Credit Terms:

- a. All first time rentals must be paid in advance with a CREDIT CARD. Only Visa, MasterCard, or American Express will be accepted. Debit Cards or Bank Cards will **NOT** be accepted for first time rentals. All rental agreements must be filled out with a CREDIT CARD.
- b. Credit Card and valid Texas drivers' license MUST be presented at time of pick up. Out of state identification cards or drivers' licenses will be examined before they are accepted and must be approved by a Prime Camera Manager.
- c. Individuals or companies wishing to rent equipment from Prime Camera on terms must complete a credit application. New customers should submit a completed form at least two weeks prior to the rental if references are local, or four weeks if references are out of town.

V. Responsibilities:

- a. It is the customer's responsibility to understand the proper use and care of each item of rented equipment. Prime Camera is not responsible for any injury, loss or damage, directly or consequently, arising out of the use or inability to use the equipment, whether used singularly or in connection with any other equipment. Equipment that operates normally when returned will be deemed to have been in proper operating condition during the entire rental period.
- b. The customer must, at his/her expense, protect and keep in good state of condition and repair, the rented equipment. The customer must not use or operate the equipment other than in a manner, and for the use, contemplated by the manufacturer thereof; and must return the same equipment to Prime Camera upon termination of the rental period, in the same condition and good order as when received. Ordinary wear and tear is exempted. Prime Camera shall have the sole discretion to determine if, and to what extent, equipment has been damaged.
- c. The customer must reimburse Prime Camera for the full cost of repairs for rental equipment that is returned damaged or broken by any cause whatsoever, whether due to the customer's fault or not. For rental equipment that is lost, stolen or damaged beyond reasonable repair, the

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customer must reimburse Prime Camera for the full replacement value of each item. The customer may be required to further compensate Prime Camera in rental charges for any time lost as a result of replacement or repair of any equipment damaged or not returned.

- d. The cost of any insurance coverage, or other protection against damage and/or loss of equipment rented from Prime Camera are the sole responsibility of the customer. Prime Camera shall require production insurance covering the full value of the rented equipment plus 15% on all rental orders with a retail value of more than \$5,000. Rental orders with a with a retail value of under \$5,000 shall be secured by credit cards with an appropriate balance to cover the full retail cost of the rental order.
- e. The title and ownership of all rented equipment shall remain with Prime Camera at all times (excepting rental stock handled on a rent-thru basis). The customer may not remove rented equipment from the Continental United States without prior written permission from Prime Camera management, and agreement to any special terms included in said written permission.
- f. It shall be lawful for Prime Camera or its agents, at all reasonable times, to enter the premises upon which said equipment is kept, for the purposes of viewing the state and condition of said equipment.

Agreement:

The customer (lessee) hereby acknowledges and agrees to all of the terms and conditions listed herein (Prime Camera Rental Policies and Agreement).

Our bank requires us (Prime Camera) to obtain a copy of your drivers' license and your credit card (DEBIT CARDS NOT APPLICABLE) on both sides for our records. No charges will be made to your credit card, and you will only be charged to your card on file in the event of security deposits (if any) and if item(s) are damaged or not returned.

Customer (Printed Name)*: _____

Customer Signature*: _____ Date*: _____

Thanks for renting with

