

Professional Photo Resources

RENTAL GUIDELINES

Thank you for choosing **PROFESSIONAL PHOTO RESOURCES, INC.** for your rental equipment needs. In order to meet the needs of all of our clients we have found it necessary to implement a certain set of guidelines. Your adherence to these few rules will help us to better be able to serve your needs.

A rental application form is required to be on file **before** first rental reservation can be taken (Verification of information on application will take a minimum of 24 hrs. to complete). Photo I.D. is required at the time of rental.

A deposit or certificate of insurance is required for all rental equipment. The deposit is equal to the replacement value of the equipment (list price). The deposit may be secured by a check (if GA resident and GA bank if the deposit amount is less than \$10,000) or by credit card (**NOT Debit Card or Check Card**). Both the check and credit card must be in the name of the person whose name is on the registration. If you chose to use a credit card to secure a deposit, an "Authorization Hold" will be placed on your card for the amount of the deposit; that amount will remain on your card **UNTIL YOUR bank releases the hold; PPR does not remove the hold even after you return the equipment.** A certificate of insurance may be used in lieu of a deposit providing that the certificate shows **PPR** listed as additionally insured and as the certificate holder; the certificate should list a value amount equal to or greater than the value of the rental; the certificate should contain a statement that describes the coverage to include professional photographic equipment rented from and carried off premises by the renter; and the certificate has to be received by **PPR** prior to the time of the rental. **All rentals that are taken out of the continental US must have a certificate of insurance on file.**

Rentals are based on a 24 hour time period. Additional charges will be incurred on rentals not returned on time.

A Weekly rental rate is a discount for prepayment and is based on a rate of 3 times the day rate (**4 times daily rate for pro digital and video cameras**). A late rental return will be charged for every day that it is late; **no week or monthly rate discount will be given on rentals that have not been prepaid.** Daily rentals that are kept for a week will also be charged for each day the rental is late. A monthly rate (4 weeks) is also available at 3 times the weekly rate.

A weekend discount is available for rentals picked up **after 2pm** on **Friday** and returned by **10am** Monday; this discount is charged as a 1day instead of a two-day rental. However, if the rental is not returned by **10am**, the rental is then considered 2 day rental and will be charged the extra day at the time of return.

Rental charges on out of town rentals start on the day the rental is shipped and end upon the return of the equipment to PPR.

Shipping fees will be charged to the renter for all out of town rentals. **PPR** ships via UPS. If other forms of shipping are requested the renter must make payment arrangements with the carrier prior to shipping.

It is the responsibility of the photographer or his agent to check the rental equipment before leaving PPR. If you need an instruction manual or tips on how certain equipment operates, ask before leaving **PPR**. If the photographer is unable to use equipment because they did not know how it operates, **no rental credit will be issued.** If a piece of equipment fails to operate properly while being rented, if possible the photographer should notify **PPR** of the failure **at that time**, not upon the return of the rental. Some **"failures"** can be corrected over the phone.

A weather credit will be issued if an assignment is canceled due to bad weather. (If the event was canceled due to bad weather, aerial photography and the flight was grounded, or weather conditions hindered the completion of the assignment, then it is left to the discretion of the rental manager)

Credits will **not** be issued if you had an equipment failure and **PPR** was not given the opportunity to correct the problem, if you did not know how the equipment functions or you just did not need or use the equipment.

Equipment is checked before it leaves **PPR**, any damages that occur after leaving **PPR**, including during shipping, are the responsibility of the renter. Charges for damages include the cost of repair or replacement as well as the lost revenue on rental of the equipment while it is out at repair.

PPR reserves the right to refuse rental of its equipment to anyone it deems does not meet the requirements set forth on the application.

Rentals are to be **paid at the time of pick-up**. Acceptable payment methods are **Cash, Check or Credit Card.**

Professional Photo Resources, Inc.

Rental Application

667 11th Street, NW Atlanta, GA 30318
404-885-1885 / fax 404-885-9706

This application is for the privilege of renting photographic equipment from PPR. It is **Not** a credit application.

All rentals fees are due when equipment is picked up.

Please **print** all information. **Both pages must be filled out. All highlighted fields must be completed**

Select one: **Individual Account ()** or **Business Account ()** (*contact person required for business account*)

Name (full legal name) _____
Last First MI

Nick name or (D.B.A.)/ Business Account Title _____

Home Address _____
Street (Physical address only / No P.O. Box) Apt or Suite #

City State Zip

If less than 3 yrs, previous address _____
Street Apt#

City State Zip

Company Name or Employer _____
If student, list school and program

Address _____
Street (Physical address only / NO P.O. Box) Suite #

City State Zip

Type of Business: ___ Corp. ___ Partnership ___ LLC ___ Individual (self-employed)

Federal ID # _____ or **SSN#** _____

Home Phone _____ **Cell Phone** _____

Work Phone _____ **Fax Number** _____

Email address _____
If you do not wish to be on our mailing list check here ___

Driver's License # _____ **State of Issue** _____ **Expiration Date** _____

Date of Birth _____

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Professional Photo Resources, Inc. Rental Application

References (Photography Related only) or (someone who you know that does business with PPR)

	1	2	3
Company Name	_____	_____	_____
Contact	_____	_____	_____
Phone #	_____	_____	_____
E-Mail	_____	_____	_____

Insurance Information

Please arrange for your insurance agent to provide a Certificate of Liability Insurance naming **Professional Photo Resources, Inc.** as Loss Payee and Additionally Insured for replacement coverage of all rented equipment. If a Certificate of adequate insurance coverage is not provided, a deposit covering equipment value will be required each time equipment is rented.

Major Credit Card (Visa Master Card American Express Discover) for security and ID purposes.

(Professional Photo Resources **will charge any delinquent outstanding invoices to these accounts**)

Is This Card a Debit or Check Card? Y () / N ()

Credit Card # _____ **Exp. date** _____ **V/CID code** _____

(Visa / Master Card v-code is last 3#'s on signature strip – Amex CID code is four digit number above acct number)

Name as listed on card _____

Signature as on card _____

Billing address _____

City

State

Zip

List anyone you give permission to pickup equipment on this account

(Identification required prior to rental):

	1	2	3
Name	_____	_____	_____
Relation	_____	_____	_____

I CERTIFY THAT THE FACTS CONTAINED IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND UNDERSTAND THAT, IF RENTING, FALSIFIED STATEMENTS ON THIS APPLICATION SHALL BE GROUNDS FOR REFUSAL. I AUTHORIZE INVESTIGATION OF ALL STATEMENTS CONTAINED HEREIN AND THE REFERENCES LISTED ABOVE TO GIVE PERTINENT INFORMATION THEY MAY HAVE, PERSONAL OR OTHERWISE, AND RELEASE ALL PARTIES FROM ALL LIABILITY FOR ANY DAMAGE THAT MAY RESULT FROM FURNISHING SAME TO YOU. I UNDERSTAND AND AGREE THAT, IF RENTING, MY RENTAL STATUS IS FOR NO DEFINITE PERIOD AND MAY, REGARDLESS OF THE DATE RENTED OR PAYMENT, BE TERMINATED AT ANYTIME WITHOUT PRIOR NOTICE.

Signature _____ **Date** _____