



MAP and IMAP Policies

Inside Up Games has adopted a **Minimum Advertised Price (MAP) Policy** on a unilateral basis. This MAPP shall in no way be considered or construed to be an agreement with or between any Vendor or other person or entity and shall only apply to advertised pricing. It is in no way meant to regulate actual sales prices whatsoever. This policy is intended for advertising for **IN STORE** brick and mortar purchases. Advertising can occur online but the purchase must be made inside of the store's physical location. For more information regarding this policy please visit our website: [Inside Up Games MAPP](#). The general minimum advertised price for our products is 20% marked down from the Suggested Retail Price.

Inside Up Games has adopted the following **Internet Minimum Advertised Price (IMAP) Policy**. Our team has established the following additional guidelines for all online ("internet") retail stores, including but not limited to direct-to-customer webstores and third-party sellers operating on ecommerce marketplaces such as Amazon or eBay.

1. Retailers should primarily operate a physical store location for sales.
2. The domain name where Inside Up Games product is listed should be associated with the physical store location's name.
3. Inside Up Games has determined that Inside Up Games products should not be advertised on the internet at a price less than 100% MSRP. Similar to our MAP Policy, IMAP is in no way meant to regulate actual sales prices.

For ongoing violations, Inside Up Games reserves the right to take such action as it is deemed necessary and reasonable for retailers who do not adhere to these guidelines. We will make every effort to communicate directly and allow time for adjustments before taking further action.

All questions regarding this policy should be directed to the Policy Administrator: Conor@insideupgames.com. No other Inside Up Games personnel besides Conor McGoey (Owner and CEO) and Patrick Day (Director of Operations) are authorized to discuss any aspect of this policy, or the application of this policy to any specific partner.