

Bushnell Reseller FAQs

Why is Bushnell instituting a Dealer Authorization Program?

Bushnell takes our brand and market position very seriously and desires to protect and promote our valued Authorized Reseller network. To ensure end users purchase only from Authorized Bushnell Dealers capable of communicating our unique technology, performance and usability benefits, Bushnell is implementing an online Authorization program.

Do I send my Order or request Return Authorizations through the Authorization Portal?

No, all Orders and Return Authorization requests should continue to be sent to your Sales Representative for processing.

Is the Authorization Portal secure?

Yes, the Authorization Portal and data storage vaults are secured, hardened environments. Technical, physical and administrative safeguards are in place to ensure only those individuals that require access to sensitive information have it.

What information should I have available for the Authorization?

Be prepared to provide the following:

- **Authorization Pass Code**
- **First and Last Name** - Must be owner, officer or authorized company signatory as it will appear as the signatory name on the executed Agreement & applicable Addendums
- Creation of a **Username** for your company that **cannot** be changed
- Creation of a **Password** that **can** be changed
- **Primary Email Address and two additional Email Addresses** to be used for all critical email business communications
- **Primary Company Telephone number** to be used as the search key for inquiries into the validation of your Authorization status (Distributors will use this tool to validate a Dealer's Authorization status)
- **Primary Company Website URL** (if applicable)
- **Company legal name** – correct spelling is important
- **Company DBA(s)** – accuracy and correct spelling are important as this is the Company Name we will use for our end user Dealer locator
- **Primary Company headquarters/corporate/legal address**
- **Resale Certificate, Tax ID or Business License Number** – PDF of the Resale Tax Certificate; Vista Outdoor Sales must be listed as the Seller and the document must be signed
- **All Online URLs** – Including marketplaces, Seller names, and Corporate URLs
- **Business contacts** including Owners, Primary Day-to-Day, Purchasing, Sales, Marketing, Accounts Receivable, etc.

How do I begin the Authorization process?

From the Home Page select “Register”, select your Authorization Type, enter your prompted codes, your specific information and you’re on your way.

What is a Resale Tax Certificate?

Resale Certificates are used by businesses, when acquiring property for resale in its present form or as components of other property. States that allow for resale exemptions either accept a state issued resale certificate, or in some cases, a multi-state (multi-jurisdiction) certificate. A business, which is registered for sales and use tax, can use a resale certificate only when the merchandise being purchased is to be resold by the business; this is given to the vendor so that you will not be charged sales tax.

What is the difference between a Resale Tax Certificate and a Uniform Sales & Use Exemption Certificate?

A Resale Tax Certificate is typically issued by a single state whereas the Uniform Sales & Use Exemption Certificate was developed by the Multi-state Tax Commission (MTC) to cover multiple states simultaneously. The MTC has developed a Certificate that 38 States have indicated is acceptable for use as a “blanket” resale certificate and similar purposes. The [Certificate](#) itself contains instructions on its use, lists the States that have indicated to the Commission that a properly filled out form satisfies the requirements for a valid resale certificate, and sets forth specific limitations on its use.

What are the Authorization types?

Direct Dealer – Existing – Dealer who purchases directly from Bushnell and has an Account Number

Direct Dealer – New – Dealer who purchases directly from Bushnell and does not have an Account Number

Distributor Dealer – Indirect Dealer who purchases Bushnell Outdoor Products through an Authorized Bushnell Distributor

Distributor – Distributor who sells Bushnell Outdoor Products to Dealers but not directly to end users

How do I obtain my Authorization Pass Code?

Direct Dealer – Existing – From the Authorization Portal Registration Instructions email communication sent directly to you from Bushnell.

Direct Dealer – New – From the Authorization Portal Registration Instructions email available from Bushnell or a Bushnell Sales Manager.

Distributor Dealer – From an Authorized Bushnell Outdoor Distributor. You only need to complete the Authorization process ONCE with Bushnell to be eligible to purchase from any Authorized Bushnell Outdoor Distributor. You do not need to register with a code from each Distributor you purchase from.

Distributor – From the Authorization Portal Registration Instructions email communication sent directly to you from Bushnell.

How do I know what Account Number and State to enter? (For Existing Direct Dealer and Distributor only)

Your Bushnell “Bill To” Account Number is recorded in our Authorization Portal entry database. Enter your “Bill To” Account Number and the corresponding State for access.

Can I save my progress and continue my registration at a later time?

There is a “Save & Continue” button at the end of each page of the Authorization process that saves your information; you can resume once you log back in with your Username and Password.

How do I return to where I left off if I logged out of the Portal before completing my Authorization?

- In the “Already Registered? Login Now” box, enter the Username and Password you created when you started the application.
- Click on the link under “Registration Info” that does not have a checkmark as complete.

What if I’ve forgotten my Password and/or Username?

Forgotten Password - Below the “Already Registered? Login Now” section of the ‘Home Page’, enter your Username and select the “Forgot Password?” link. Your Password will be sent to the primary email address listed in the registration.

OR

From the email that was sent to you upon the start of your registration, select the link for your Password reminder. Your Username was included as part of this email.

OR

Select the ‘Contact Us’ page link while on the Portal. Next to “Forgot Password?” choose the “Click Here” link.

Forgotten Username - Below the “Already Registered? Login Now” section of the ‘Home Page’, select the “Forgot Username?” link. On the next screen, you will be prompted to enter the Primary email address that was listed during registration. You will be sent an email that contains your Username.

Why does Bushnell need all this information?

The information assists in qualifying the best possible Dealers to resell Bushnell products. We also compile the information to further our understanding on how we, as a manufacturer, can most effectively support your success in representing, demonstrating and marketing Bushnell and Bushnell products.

Does the completion of the Authorization process and submission of my application guarantee approval?

No. All applications and their content will be reviewed by the Bushnell management team for individual approval. You will be notified by e-mail when a decision has been made.

How long will the Authorization application process take?

Anticipate 15- 20 minutes to review the Reseller Agreement(s) and complete your company profile.

Who needs to sign the Bushnell Agreement?

The Signatory for the e-signature execution of any Bushnell Agreement must be Authorized and have the authority to enter into the Agreement electronically on behalf of the company. Outside of physically selecting the Agreement and Addendum “I Agree”, the Unilateral “I Have Read” and the “Submit Registration” buttons, non-signatory personnel are able to enter the requested Profile information.

Can I print the Agreement before I “Submit Registration?”

Yes, you are able to download and/or print a copy of the unexecuted Agreement and Addendum (if applicable) while reviewing and again, just prior to selecting “Submit Registration”.

Can we sell Bushnell products to anyone? Anywhere?

No, the Bushnell Dealer Agreements authorizes Direct Dealers to sell Bushnell products & Distributor Dealers to sell Bushnell Outdoor products only to end users in the United States. The Bushnell Distributor Agreement authorizes Distributors to sell Bushnell Outdoor products to Authorized Direct & Distributors Dealers located within the United States.

Does approval include Authorization to sell Bushnell products on the Internet?

No. Only Internet approved Direct Dealers are authorized to sell Bushnell products on the Internet.

Why do we need to enter all our Brick & Mortar locations?

In order for a location to be authorized, the physical location must be entered and approved on the Portal. In addition, only Authorized Dealer locations will be listed and shown on the “Where to Buy” tool on www.bushnell.com.

Does Authorization entitle Distributor Dealers to buy directly from Bushnell?

No, the Authorization entitles Distributor Dealers to buy Bushnell Outdoor products from, and only from, Authorized Bushnell Outdoor Distributors.

Why can't I find the “Submit Registration” option/button?

At the bottom of the ‘Location and URLs’ page you should see a red “Submit Registration” button. If you do not, you may have:

- Already submitted your application for Authorization. Please go to the ‘My Resources’ page and check your Authorization status on the left hand side. You will only see the “Submit Registration” button if you have an “Incomplete” or “Need to Resign” status.
- Encountered an error while in the registration process. You will need to restart the process from the page without a checkmark.

How do I revise my Password?

Login to the Portal using your Username and current Password on the Authorization Portal, [click](#) on “Account Info” under the “Registration Info” Header on the “My Resources”

Page. Enter a new Password in the “Password” and “Confirm Password” boxes; click “Save & Continue” at the bottom of the page.

How long until I hear back from Bushnell on my Authorization request?

Typically, 8-10 business days, generally less.

What do I do if I am not receiving notifications or Password reset emails?

Since your ISP probably uses some type of spam filter we ask that you add us to your trusted list of senders, contacts or address book, also known as whitelisting.

If you do not see an email from bushnellregistration@bushnell.com in your inbox, due to the overzealous filtering by ISPs, our email may have mistakenly been sent to your spam folder. Please open your spam folder, look for it there, open it and mark it as “not spam”.

If you still do not see the email, you may need to whitelist our address: bushnellregistration@bushnell.com. Every email provider has different instructions for whitelisting. [Click here for instructions for how to whitelist our email address on most email providers.](#)

How do I get more information?

Complete the form accessible by clicking the ‘Contact Us’ tab or simply email us at **bushnellregistration@bushnell.com**.