

RECORD STORE DAY UK



Record Store Day 2019

Retail Code of Conduct

In order for your store to participate in Record Store Day in April 2019, retailers will need to complete, sign and date the following Retail Code by **28th January 2019**. Late sign up will **not** be permitted.

Non ERA members will need to pay an admin fee of £60 (£50 plus VAT) when returning their forms. ERA members are free of charge.

Once signed, please return the attached form (and cheque made payable to "ERA" for £60 if applicable) to:

ERA
3 Soho Square
(3rd Floor)
London
W1D 3HD

An invoice will be issued for your records on receipt of payment. **Stores will NOT be signed up to RSD until payment is received.**

If you would prefer to pay via BACS **please state your store name as reference to ensure we can track your payment** and issue you with the correct invoice, our details are below.

Bank Details

Coutts and Co

Sort Code: 18 00 02

Acc Number: 85618771

Reference [store name]

Record Store Day retailers will receive as part of the sign up procedure:

- A listing on www.recordstoreday.co.uk
- Regular RSD communications / newsletters
- RSD banner (if requested)
- Access to RSD POS assets via the website for download
- Other items as agreed with partners

Retailers are also asked to provide details of any in store events by email to megan@eraltd.org should they require these to be listed on the recordstoreday.co.uk site

Record Store Day 2019 Retail Code of Conduct

Name of Retailer.....

Shop

Address(es).....

No. of ShopsWebsite.....

Store Staff Names.....

E-mail contact.....

Please also list here email addresses of any other staff members who need to be included on

RSD's mailing list:

.....

VAT number.....

Shop opening date Opening Hours.....

Accounts held:

	Y/N		Y/N		Y/N		Y/N
Universal		Warner		Plastic Head		Other (please state top 2):	
Republic of Music		Sony Music		Cadiz			
Cargo		Proper		SRD			
PIAS		Red Essential		Shellshock			
Kudos		RSK		Little Amber Fish			

A store must register to participate in Record Store Day by **31th January 2019**.

A store may only participate in Record Store Day if it is primarily regarded and marketed as a record shop and is an Independent Retail Store engaged in the sale of music products. An Independent Retail Store is defined as any independent shop (less than 20 shops if a chain) selling music as a key product line, which is/or will be open to the public for at least 48 weeks of the year for at least 25 hours per week. For clarification mail order only stores or stores which only operate for limited days during the year or are primarily engaged in the sale of non music products will not be eligible.

Participating stores must adhere to the spirit of Record Store Day, which is designed to encourage music buyers to visit Record Stores both on the day & after the event. By signing up to RSD you agree you will use reasonable endeavours to be active and positive on social media and use #RSD19 to generate awareness and interest in the event. Participating stores will work with reps and distributors to secure allocations of stock and then communicate proactively with customers to build excitement and positivity around the event itself. Stores will feedback constructively to ERA to help improve the event for all participants.

Participating stores must stock new product throughout the year, placing regular orders with suppliers and stock a relevant range of RSD product. Participating stores must have active* accounts with a significant proportion of record labels before 31th January 2019 otherwise they will not allocate product and be able to open accounts in time for RSD.

Participating stores may not open prior to 8am on the day of Record Store Day and may not take pre-orders or reservations for customers not able to come into the shop to make their purchase. No store may hold back product to sell at a later date, either in shop or online. For clarification a shop may not reserve any product on Record Store Day i.e. stores should not hold back product for anyone even if they attend the store later in the day. All RSD product has to be sold on a first come first served basis.

Participating stores or their staff members may not sell any Record Store Day products online or mail-order for a period of 7 days after Record Store Day 2019. Any retailer found to be selling online on their ownshop accounts or related staff, friends or family accounts before the 7 days will not be eligible to participate in future Record Store Day activities.

Stores found to be bringing Record Store Day into disrepute by charging unfair prices or operating unfair purchase procedures to customers will not be eligible to participate in future Record Store Day activities. Guidance on what might be considered unfair can be obtained from the ERA office. Please note, if selling on eBay, a fixed price must be offered.

These rules also apply to Black Friday product, with the exception of online sales, where product may be sold online after 24 hours.

Stores must agree to read, action and adhere to any subsequent communication regarding the Record Store Day Retail Code.

I confirm acceptance to the above Retail Code

Signature

Name

Store name

Date

Do you require a banner: Yes / No (delete as applicable)

*active means the accounts have been used on multiple occasions throughout the year prior to RSD