



[www.publirail.com](http://www.publirail.com)

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## HOW CAN YOU BECOME A LICENSEE?

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Thank you for showing interest in our product PUBLIRAIL and our company SEEYOUCOMING, S.L.

PUBLIRAIL is an innovative advertising system, that will let to you put your message in the hands of consumers. Individual or collective use with other advertising systems for marketing campaigns, assure to obtain the highest impact in the mind of the consumers.

PUBLIRAIL offers advantages to advertisers who want an advertising space in some of the most travelled places in the World by capturing its Target Consumers.  
Where there are people, there are escalators.

## WHY OBTAIN A DISTRIBUTOR LICENSE?

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SEEYOUCOMING owns the industrial and commercialisation property rights for the distribution and the use of PUBLIRail.

Here are some reasons to obtain a distributor license:

1. We offer a unique product without competition that reaches the highest level of impact for outdoor advertising.
2. We offer an exclusive or non exclusive distribution license.
3. You will have the opportunity to advertise your messages where it has never before been possible.
4. SEEYOUCOMING gives you success. We will provide you with everything you need to know about PUBLIRail and how to market it effectively.
5. If you are interested in the production of PUBLIRail as distribution licensee, Your team will receive full training. All the information from the training sessions will be included in a comprehensive manual and you will also have access to online support. We have a creative department that can assist you and your customers with the creativity and designs for you advertising campaigns.
6. Our professional technical personnel team will help you and give you everything you need to know to insure success in your area.
7. You will have immediate access to our "Know How" and marketing tools.
8. You will be provided with all the commercial contacts of PUBLIRail in your area. You will also be included in our website and information catalogue as an authorized distributor.
9. SEEYOUCOMING is a pioneer and holds the industrial rights of PUBLIRail SPAIN.



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### 1. Complete our distributor's request form

This first step allows us to have a better analysis of you and your company. In turn, it provides us with information about the potential of the market in your area. Print and complete the file. Please complete in upper case letters and forward to us by Fax (+34) 962 062 714 or, a scanned copy, by email to, info@publirail.com.

A member of team will be in touch with you to obtain additional information and a brief telephone interview.

### 2. Personal Interview

As soon as we receive you information, we will send you a confidentiality contract of which will serve to protect information of both companies, while we consider and make a decision about your request.

Once we are satisfied with the information, we will contact you to provide you with the basic product information and answer any initial questions or doubts that you may have.

### 3. Distributor Contract

This step will be done if your request is approved. Once you have been granted approval, we will begin contract negotiations for the Distribution License Contract.

The licenses of SEEYOUCOMING can be exclusive or non exclusive. Once you reach this point, you will need to be ready to present a complete marketing plan.

## AS AN OFFICIAL DISTRIBUTOR OF PUBLIRAIL YOUR COMPANY IS SUBJECT TO:

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1. Produce the greatest efforts to promote and sell PUBLIRail in order to obtain the established commercial objectives.
2. Provide SEEYOUCOMING with reports containing market estimates, market researches, sales reports, inventories and others elements that demonstrate to us the activity in the licensed area.
3. Maintain the installations and trained personnel team to achieve the obligations of an authorized distributor.
4. Report and contest against other competing products that are either fake, copies or similar in appearance to PUBLIRail.
5. Do not be directly or indirectly involved in requesting or transacting advertising services on escalator handrails without written consent from SEEYOUCOMING.

We are grateful for you interest in SEEYOUCOMING, we look forward to more contact with you in the near future.

**Juan Lanaquera**  
**C.E.O.**  
**Seeyoucoming SL**