

SYNC Rental Policies

Rental Requirements

Before renting equipment, we need to have the following paperwork on file:

- Signed SYNC Rental Policies form.
- Signed SYNC Rental Agreement.
- Credit Card Authorization form with a copy of your Credit Card and Driver's License.
- Insurance Certificate naming SYNC, an L.A. Photo Group, Inc. Co. as both Additional Insured and Loss Payee with these provisions:
 - For ALL Rental Orders:
 - General Liability \$1,000,000
 - Miscellaneous Rented Equipment, minimum \$25,000 (more may be required to cover the replacement cost of rented equipment)
 - For VEHICLE Rental Orders Only:
 - Hired Auto and Non-owned Auto Liability
 - Physical Damage or NOHA Physical Damage, \$125,000 minimum per auto
 - Workman's Compensation
- We may require a credit card authorization in the amount of replacement cost or insurance deductible.

Check Out/Check In

- The person picking up the order must sign off on the following:
 - The Equipment Manifest, which we will go over with you upon pick up.
 - Check-out date/time
 - Check-in date/time
- For Vehicle rentals, the van must be picked up and dropped off each shoot day, unless a multiple-day rental (24-hour rental).
- For equipment-only (no Vehicle), rentals may be picked up after 3:00 PM the day prior and must be dropped off before 10:00 AM the day after the shoot.
 - If your order requires a sub-rental, we may need you to pick up later than 3:00 PM.
 - Early pick up or late return will be billed as an additional day.

Order Changes

- If an order change comes in after 2:00 PM and an additional trip to a sub-vendor is necessary, a messenger charge may be added to your order (we will notify you of the charge before we pick up the items).

Cancellation Fees

- Orders canceled less than 24 hours before pick up will incur a full-day rental charge.

Payment Policy

- All Credit Card payments are subject to a 3.5% processing fee.
- Non-account orders are C.O.D.
 - Your credit card **may** be pre-authorized for the amount of your Quote plus your insurance deductible on the Miscellaneous Rented Gear portion of your policy. The "HOLD" will be released immediately upon full payment.
 - Your credit card will be automatically charged the day after the invoice is sent if payment is not received before the job.
- For account holders, terms are Net 30 with the following provisions:
 - Your credit card will be charged automatically if payment is not made in 30 days.
- We will bill client-direct on request with the following provisions:
 - The Photographer or Production Company is ultimately responsible for the invoice and liabilities, including Worker's Compensation.
 - Your credit card will be automatically charged if payment is not made in 90 days.
 - For non-account holders, we will pre-authorize the full invoice amount on your credit card until payment is received.

Policies are subject to change without notice.

AUTHORIZED REPRESENTATIVE OF LESSEE:

_____ DATE: _____

PLEASE PRINT YOUR NAME

SIGNATURE



SYNC LEASE/RENTAL AGREEMENT TERMS & CONDITIONS

Equipment and Vehicles - Please Read Carefully. You Are Liable For Our Equipment and Vehicles From Time They Leave Our Yard Until the Time They Are Returned To Us and We Sign For Them

LEASE/RENTAL AGREEMENT TERMS & CONDITIONS Equipment and Vehicles

- 1. Indemnity.** Lessee/Renter (hereinafter designated as "You" or "Your") agrees to defend, indemnify, and hold L.A. Photo Group, Inc., d/b/a SYNC, its parent, subsidiary and affiliated companies and their owners, officers, and employees (hereinafter designated as "Us" or "We" or "Our") harmless from and against any and all claims, actions, causes of action, demands, rights, damages of any kind, costs, loss of profit, expenses and compensation whatsoever including court costs and reasonable attorney fees ("Claims"), in any way arising from, or in connection with, the Vehicles and Equipment rented/leased (which vehicles and equipment, together, are referred to in this document as "Equipment"), including, without limitation, as a result of its use, maintenance, or possession, irrespective of the cause of the Claim, except as the result of Our sole negligence or willful misconduct, from the time You take care, custody or control of the Equipment, until the Equipment is returned to Our care, custody and control.
- 2. Loss of or Damage to Equipment.** You are responsible for loss, damage or destruction of the Equipment, including but not limited to losses while in transit, while loading and unloading, while at any and all locations, while in storage, while on Your premises, and while being used by You in any manner whatsoever, except that You are not responsible for damage to or loss of the Equipment caused by Our sole negligence or willful misconduct. You are also responsible for actual and verifiable loss of use and You shall fully compensate Us for the loss of use of the Equipment during the time it is being repaired or replaced, as applicable.
- 3. Protection of Others.** You will take reasonable precautions in regard to the use of the Equipment to protect all persons and property from injury or damage. The Equipment shall be used only by Your employees or agents qualified to use the Equipment.
- 4. Equipment in Working Order.** We have tested the Equipment in accordance with reasonable industry standards and found it to be in working order immediately prior to the inception of this Agreement, and to the extent You have disclosed to Us all of the intended uses of the Equipment, it is fit for its intended purpose. Other than what is set forth herein, You acknowledge that the Equipment is rented/leased without warranty, or guarantee, except as required by law or otherwise specifically agreed upon in writing by the parties at the inception of this Agreement.
- 5. Property Insurance.** You shall, at Your own expense, maintain at all times during the term of this Agreement, all risk perils property insurance ("Property Insurance"), covering the Equipment from all sources (Equipment Rental Floater or Production Package Policy) including but not limited to coverage for loss of use of the Equipment, from the time the Equipment is picked up by You or a shipper at Our place of business or placed upon a common carrier for forwarding to You, as applicable, until the Equipment is returned to and accepted by Us. Policies with locked vehicle warranties, unattended vehicle exclusions or any other limitations on theft from vehicles are not acceptable. The Property Insurance shall be on a worldwide basis and name Us as the loss payee with respect to the Equipment and shall cover all risks of loss of, or damage or destruction to, the Equipment. The Property Insurance coverage shall be sufficient to cover the Equipment at its replacement value but shall, in no event, be less than \$1,000,000. The Property Insurance shall be primary and non-contributory coverage over Our insurance.
- 6. Workers Compensation Insurance.** You shall, at Your own expense, maintain worker's compensation insurance during the course of the Equipment rental as required by applicable law and employer's liability insurance during the course of the Equipment rental with minimum limits of \$1,000,000.
- 7. Liability Insurance.** You shall, at your own expense, maintain commercial general liability insurance ("Liability Insurance"), including coverage for the operations of independent contractors and standard contractual liability coverage. The Liability Insurance shall name Us as an additional insured and provide that said insurance is primary and non-contributory coverage. Such insurance shall remain in effect during the course of this Agreement, and shall include, without limitation, the following coverages: standard contractual liability, personal injury liability, completed operations, and product liability. The Liability Insurance shall provide general liability aggregate limits of not less than \$2,000,000 (including the coverage specified above) and not less than \$1,000,000 per occurrence.
- 8. Vehicle Insurance.** You shall, at Your own expense, maintain business motor vehicle liability insurance ("Vehicle Insurance"), including coverage for loading and unloading Equipment and hired motor vehicle physical damage insurance, covering owned, non-owned, hired and rented vehicles, including utility vehicles such as trailers. Coverage for physical damage shall include "comprehensive" and "collision" coverage. We shall be named as an additional insured with respect to the liability coverage, and as a loss payee with respect to the physical damage coverage. The Vehicle Insurance shall also include coverage for pollution, if caused by accident, caused by any vehicles. The Vehicle Insurance shall provide not less than \$1,000,000 in combined single limits liability coverage, actual cash value for physical damage to standard vehicles and replacement cost value for trailers and other customized vehicle and shall provide that said insurance is primary coverage with respect to all insureds, the limits of which must be exhausted before any obligation arises under Our insurance.
- 9. Insurance Generally.** All insurance maintained by You pursuant to the foregoing provisions shall contain a waiver of subrogation rights in respect of any liability imposed by this Agreement on You as against Us. You shall hold Us harmless from, and shall bear the expense of, any applicable deductible amounts and self insured retentions provided for by any of the insurance policies required to be maintained under this Agreement. In the event of loss, You shall promptly pay amount of the deductible amount or self-insured retention or the applicable portion thereof to Us or the insurance carrier, as applicable. Notwithstanding anything to the contrary contained in this Agreement, the fact that a loss may not be covered by insurance provided by You under this Agreement or, if covered, is subject to deductibles, retentions, conditions or limitations shall not affect Your liability for any loss. Should You fail to procure or pay the cost of maintaining in force the insurance specified herein, or to provide Us upon request with satisfactory evidence of the insurance, We may, but shall not be obliged to, procure the insurance and You shall reimburse Us on demand for its costs. Lapse or cancellation of the required insurance shall be deemed to be an immediate and automatic default of this agreement. The grant by You of a sublease of



the Equipment rented/leased shall not affect Your obligation to procure insurance on Our behalf, or otherwise affect Your obligations under this Agreement.

10. Cancellation of Insurance. You and Your insurance company shall provide Us with written notice prior to the effective date of any cancellation or material change to any insurance maintained by You pursuant to the foregoing provisions. If Your insurance is cancelled or sustains a material change that reduces coverage below Our requirements indicated in sections 5, 6, 7, 8 and 9 of this Agreement, You must return Our Equipment prior to the cancellation or material change.

11. Certificates of Insurance. Before obtaining possession of the Equipment You shall provide to Us Certificates of Insurance confirming the coverages specified above. All certificates shall be signed by an authorized agent or representative of the insurance carrier.

12. Drivers. Any and all drivers who drive the Vehicles You are renting/leasing from Us shall be duly licensed, trained and qualified to drive vehicles of this type. Although We may, from time to time, recommend certain qualified drivers with whom We are familiar, We do not supply drivers. You must supply and employ any driver who drives Our Vehicles and that driver shall be deemed to be Your employee for all purposes and shall be covered as an insured on all of Your applicable insurance policies. For the avoidance of doubt, if a driver is paid by Us, the responsibility for the driver's actions shall rest entirely on You. You agree to defend, indemnify and hold Us harmless for the actions of the driver.

13. Operators. Any and all Operators of the Equipment shall be duly experienced, trained and qualified to operate Equipment of this type. Although We may, from time to time, recommend certain qualified Operators with whom We are familiar, We do not supply Operators. You must supply and employ any Operator who operates the Equipment and that Operator shall be deemed to be Your employee and acting under Your supervision or control for all purposes and shall be covered as an insured on all of Your applicable insurance policies.

14. Compliance With Law and Regulations. You agree to comply with the laws of all states in which the Equipment is transported and/or used as well as all federal and local laws, regulations, and ordinances pertaining to the transportation and use of such Equipment. Without limiting the generality of the foregoing and by way of example, You shall at all times (i) display all necessary and proper placards; (ii) obtain all necessary permits; and (iii) keep all required logs and records. You shall indemnify and hold Us harmless from and against any and all fines, levies, penalties, taxes and seizures by any governmental authority in connection with or as a result of Your possession or use of the Equipment including, without limitation, the full replacement value of the Equipment in the event of seizure or impound, including Our reasonable costs and reasonable attorney fees.

15. Valuation of Loss/Our Liability is Limited. Unless otherwise agreed in writing, You shall be responsible to Us for the replacement cost value without deduction for depreciation or repair cost of the Equipment (if the Equipment can be restored, by repair, to its pre-loss condition) whichever is less. If there is a reason to believe a theft has occurred, You shall file a police report. Loss of use shall be calculated at the rental rate provided for in this Agreement. Accrued rental charges shall not be applied against the purchase price or cost of repair of the lost, stolen or damaged Equipment. In the event of loss for which We are responsible, Our liability will be limited to the contract price and We will, in no event, be liable for any consequential, special or incidental damages. In the event of loss for which You are responsible, You will, in no event, be liable to Us for any consequential, special or incidental damages, other than loss of use damages which may be owed by You to Us.

16. Bailment. This agreement constitutes an Agreement or bailment of the Equipment and is not a sale or the creation of a security interest. You will not have, or at any time acquire, any right, title, or interest in the Equipment, except the right to possession and use as provided for in this Agreement. We will at all times be the sole owner of the Equipment.

17. Condition of Equipment. You assume all obligation and liability with respect to the possession of Equipment, and for its use, condition and storage during the term of this Agreement except as otherwise set forth herein. You will, at Your own expense, maintain the Equipment in good mechanical condition and running order. The rent on any of the Equipment will not be prorated or abated while the Equipment is being serviced or repaired for any reason for which You are liable. We will not be under any liability or obligation in any manner to provide service, maintenance, repairs, or parts for the Equipment, except as otherwise specially agreed by Us in writing. All installations, replacements, and substitutions of parts or accessories with respect to any of the Equipment will become part of the Equipment and will be owned by Us.

18. Identity. We will have the right to place and maintain on the exterior or interior of each piece of property covered by this Agreement a logo or identifying mark confirming Our ownership of the Equipment.

19. Expenses. You will be responsible for all expenses, including but not limited to fuel, lubricants, and all other charges in connection with the operation of the Equipment.

20. Accident Reports. If any of the Equipment is damaged, lost stolen, or destroyed, or if any person is injured or dies, or if any property is damaged as a result of its use, maintenance, or possession, You will promptly notify Us of the occurrence, and will file all necessary accident reports, including those required by law and those required applicable insurers. You, Your employees, and agents will cooperate fully with Us and all insurers providing insurance under this Agreement in the investigation and defense of any claims. You will promptly deliver to Us any documents served or delivered to You, Your employees, or Your agents in connection with any claim or proceeding at law or in equity begun or threatened against You, Us, or both You and Us.

21. Default - If You fail to pay any portion or installment of the total fees payable hereunder or You otherwise materially breach this Agreement, then such failure or breach shall constitute a default ("Default"). Upon the occurrence of any such Default, and in addition to all other rights and remedies available at law or in equity, We shall have the right, at Our option, to terminate this Agreement and cease performance hereunder. You further agree that the continuation of Our performance hereunder after a Default shall not constitute a waiver or operate as any form of estoppel with respect to Our later assertion of Our right to cease such performance at any time so long as such Default has not been cured.



22. **Return.** Upon the expiration date of this Agreement with respect to any or all Equipment, You will return the property to Us, together with all accessories, free from all damage and in the same condition and appearance as when received by You.

23. **Additional Equipment.** Additional Equipment may from time to time be added as the subject matter of this Agreement as agreed on by the parties. Any additional property will be added in an amendment describing the property, the monthly rental, security deposit, and stipulated loss value of the additional Equipment. All amendments must be in writing and signed by both parties. Other than by this amendment procedure, this Agreement may not be amended, modified, or altered in any manner except in writing signed by both parties.

24. **Entire Agreement.** This Agreement and any attached schedules, which are incorporated by reference and made an integral part of the Agreement, constitute the entire agreement between the parties. No agreements, representations, or warranties other than those specifically set forth in this Agreement or in the attached schedules will be binding on any of the parties unless set forth in writing and signed by both parties.

25. **Applicable Law.** This Agreement will be deemed to be executed and delivered in Los Angeles, CA and governed by the laws of the State of California.

26. **Arbitration.** Any controversy or claim arising out of or related to this Agreement or breach of this Agreement will be settled by binding arbitration, in Los Angeles, California, under the auspices of the Judicial Arbitration and Mediation Service ("JAMS"). The arbitration will be conducted by a single arbitrator under JAMS Streamlined Arbitration Rules. The decision and award of the arbitrator will be final and binding and any award may be entered in any court having jurisdiction. The prevailing party in any such arbitration shall be entitled to an award of reasonable attorney's fees and costs in addition to any other relief granted.

27. **Severability.** If any provision of this Agreement or the application of any of its provisions to any party or circumstance is held invalid or unenforceable, the remainder of this Agreement, and the application of those provisions to the other parties or circumstances, will remain valid and in full force and effect.

28. **Rights in Recordings.** All rights of every kind in and to all photographs, film and recordings made by Lessee shall be and remain vested in Lessee, its licensees, successors and assigns, including, without limitation, the right to use and reuse all such photographs, film and recordings ("Recordings") in all manner and media now known or hereafter devised, in perpetuity, throughout the universe, and in connection with advertisements, promotions, publicity, clips, etc., related to the photographs, film and recordings made by Lessee.

29. **Waiver of Injunctive Relief.** Lessor's sole and exclusive remedy in connection with Lessee's breach, termination or cancellation of this agreement or any term hereof, shall be an action for damages. In no event shall Lessor be entitled to enjoin, restrain or otherwise impair in any manner Lessee's production, distribution, exhibition, exploitation, advertising, publicity or promotion of the Recordings.

30. **Facsimile/Scanned Signature.** This Agreement may be executed in counterparts and by facsimile signature or signature that is scanned and transmitted by e-mail; such forms of signature shall be deemed to be original and fully binding.

ACKNOWLEDGED AND AGREED BY AUTHORIZED REPRESENTATIVE:

AUTHORIZED REPRESENTATIVE OF LESSEE:

_____ DATE: _____

PLEASE PRINT YOUR NAME

SIGNATURE

AUTHORIZED REPRESENTATIVE OF LESSOR:

Thomas J. Crume IV 2024

_____ DATE: _____

PLEASE PRINT YOUR NAME

T.J. Crume IV

SIGNATURE



CREDIT CARD/PHONE ORDER AUTHORIZATION FORM

PROJECT/PRODUCER/PHOTOGRAPHER _____

CARD HOLDER NAME _____

(Exactly as it appears on your monthly statement)

CARD NUMBER _____ EXPIRATION DATE _____

SECURITY CODE _____ *(Visa, Master Card 3 numbers on back of card, American Express 4 numbers on front)*

CARD HOLDER BILLING ADDRESS:

(Exactly as it appears on your monthly statement)

Work # _____

Mobile # _____

E-MAIL _____

FAX# _____

Driver's License

Credit Card

The signature on this form authorizes L.A. Photo Group, Inc., d/b/a SYNC to Pre-Authorize the card listed above in the amount of your job estimate and to charge the card listed above for all balances of any unpaid invoices. Per our Rental Policy, the card listed above will be automatically charged any unpaid balance for each job on the third or thirty-first day after the invoice, depending on the account status (Non-Account Holder vs. Account Holder).

AUTHORIZED REPRESENTATIVE OF LESSEE:

DATE: _____

PLEASE PRINT YOUR NAME

SIGNATURE



SPRINTER/TRUCK DRIVER CONTACT FORM

PROJECT/PRODUCER/PHOTOGRAPHER _____

DRIVER NAME _____

DRIVER'S LICENSE NUMBER _____ EXPIRATION DATE _____

HOME ADDRESS:

Work # _____

Mobile # _____

E-MAIL _____

FAX# _____

Driver's License FRONT

AUTHORIZED REPRESENTATIVE OF DRIVER:

DATE: _____

PLEASE PRINT YOUR NAME

SIGNATURE

