

EDGE Pro Staff Level Definitions

EDGE hunting products is excited to have you join our Pro Staff Team. Below are the definitions of 2 different levels of Pro Staffers requirements (Silver and Gold) to determine which kind of Pro Staffer you are interested in becoming. There may be some financial requirements for our top level Pro Staffers so be sure you are comfortable with what you can provide us when considering becoming an EDGE Pro Staffer.

Silver Level Pro Staff requirements:

Participation: Unlimited

Requirements:

- Pro Staffers will be required to participate on our Facebook and Twitter pages on a weekly basis to help promote the product. This would include success photos uploaded, videos, stories, product comments and possible design ideas.
- Must do product reviews on the Big Box website about the product to help promote the product at retail.
- Must use our decoys/products in the field.
- Must not already be Pro Staffing for a direct competitor. EDGE does not have a problem with our Pro Staff representing other companies, they just can't be direct competition. Check with the staff manager to see if your current staffing opportunities are in conflict.

EDGE provides:

- EDGE will provide a Ball Cap, Pro Staff Shirt, and Decals for your vehicle. Other apparel can be purchased at a discounted rate.
- EDGE will allow a 25% reduction off of Retail Price for all products we carry. These products must be used by the Pro Staffer and not sold or given away to others.

Gold level Pro Staff requirements:

Participation: Restricted to EDGE requirements. All Pro Staff start at the Silver Level unless special capabilities warrant Gold level up front. Acceptance for this level is on a case by case basis.

Requirements:

- Pro Staffers will be required to participate on our Facebook and Twitter pages on a weekly basis as well as our Web chats for the different hunting categories. This would include success photos uploaded, videos, stories, product comments and possible design ideas.
- Must be an active member of at least one Trade Chapter organization such as Ducks Unlimited or NWTF...etc....
- Must participate on Trade websites and blogs such as Predator Masters..etc... to talk about our products.
- OR...write articles and submit to magazines for publication about our product.

- Must visit at least one Big Box retail store in their area at the very least once a month to check inventory, face shelves with our product, answer questions that customers might have. 2 hours minimum stay at the store to help out anyway they might see fit. This will need to be documented quarterly to keep your Gold Pro Staffer status. Attention need to be brought to us immediately about any concerns that might have been found during the visit.
- If necessary, attend trade shows, (both local and national) and help out in our booth. Please keep in mind that this may require some financial obligation from the Pro Staffer for travel and expenses. EDGE will consider on a case by case basis if there will be any additional compensation for travel, but does not commit to paying travel expenses for this type of help.
- This level of Pro Staff would be used for product design focus groups, and also be required to field test and report back about all new products we will be launching each year.
- EDGE Shirt and Hat (if applicable) must be worn at all events where the Pro Staffer is representing EDGE. Example: Store visits, calling competitions, trade shows.

We encourage our Pro Staff to diversify with other companies, however, we can not accept any application where the applicant is already Pro Staffing for a direct competitor.

Edge Provides:

Free Hat and Pro Staff Shirt, window stickers, and Duck Foot Key Ring. In addition, Gold Pro Staffers will receive 1 free product of every single new product we launch every year that pertains to the type of hunting that this specific Pro Staffer likes to do, ie....We will not be giving whitetail products to people that only hunt waterfowl..etc. ALSO, Gold Pro Staffers will be able to purchase any of our products at normal Dealer Costs (wholesale). Pro Staffers that purchase our product must not sell or give the product to anyone else once purchased. These offers are for the Pro Staffer only.



1201 Beaudry Blvd.
 Hudson, WI 51016
www.edgebyexpedite.com



Pro Staff Application Requirements:

Silver level Pro Staff:

EDGE Requires our Silver level Pro Staff to have the following qualifications

- Must have a computer with web access.
- Must currently hunt with our decoys
- Must be an avid hunter
- Must be willing to promote EDGE products in a professional manner.
- Must provide a Hunting Resume stating info about their hunting experience, including at very least 2 hunting success photos, preferably a short video introduction about the potential pro staffer.
- Must have at very least 5 years of hunting experience using decoys.
- Must avidly participate in at least 2 of the hunting categories that have been listed on the application.
- Must be willing to do retail store visits and events if necessary
- Video capability a plus
- Must be willing to provide a written report to the Pro Staff Manager monthly in regards to what they have been doing to promote Edge as a Pro Staffer.

Gold level Pro Staff:

- Provide some form of Hunting industry resume with your hunting accomplishments, information about yourself, photos. This could also be done in the form of Video.
- Must provide at least 2 photos of yourself. Can be with harvested game.
- Must have a computer and web access or be a published writer in Hunting Industry Publications
- Must have at least 2 years experience as a pro staff member for a different company (references required)
- Must have Retail Pro Staffing Experience (in store)
- Must be willing to participate on our Internet pages such as Facebook, Twitter, and our website blogs.
- Must spend at least 2 hours, once a month in a local Big Box retail store answering questions, helping out in the hunting department, and checking inventory, and representing EDGE. EDGE can help determine which stores are geographically closest to minimize travel costs.
- Must have attended Hunting Trade Shows or have given Hunting related Seminars in the last 5 years
- Must be an avid hunter in at least 2 of the categories that Edge offers
- Must be able to conduct one-self in a professional manner in the public eye with the best interest of EDGE in mind.
- Must not be pro staffing for a direct competitor
- Understands there may be some financial responsibility for travel expenses if needed at an event. This will never become excessive and financial responsibility can be determined on a case by case basis.
- Must be willing to provide a written report to the Pro Staff Manager monthly in regards to what they have been doing to promote Edge as a Pro Staffer.



Pro Staff Application

Name: _____ Phone# (home) _____
 Address: _____ (Cell) _____

 City: _____ State: _____ Zip: _____
 Drivers License # _____ Birth Date: _____
 E-mail: _____

Please check the following categories in which you actively participate:
*If you would consider yourself an **Avid** hunter of one or more of these categories, please place an **A** next to your check mark.*

Waterfowl _____ Predators _____ Doves _____ Deer _____ Turkey _____

Do you use Decoys regularly? **Y N**
 If so, which types? _____

Do you currently use our products? **Y N**
 If so, which ones? _____

Have you ever worked at a retail promotion? **Y N**
 If **YES**, please indicate where: _____

Have you been employed in the outdoor industry? **Y N**
 If so, Where? _____

Have you ever worked at a trade show related to the hunting industry? **Y N**
 If so, which ones? _____

Have you ever given a seminar related to the hunting Industry? **Y N**
 If so, which subject(s)? _____

Do you belong to any conservation groups (ie...DU or NWTF ect...)? **Y N**
 If so, which ones? _____

Have you ever participated in a game calling competition? **Y N**
 If so, which category(s)? _____

Have you ever been on an outdoor Television Show? **Y N**
 If so, please list _____

Are you currently on any other companies Pro Staff? **Y N**
 If so, please list _____

Have you ever been convicted of a Game Violation? **Y N**
 Have you ever been convicted of a Felony? **Y N**

Have you ever been kicked off a web forum for inappropriate use? **Y N**

If applicable, please enter the address for your Facebook Page. We will invite you as a friend and you will need to accept. How we see you conducting yourself on your facebook page will help us determine if you are someone we want in our pro staff program.

Please list all the outdoor forums/blogs that you participate in as well as your username. _____

Please list other interests or anything else you would like us to know about you in considering your application approval? _____

**Please Fax or mail this application to Jay Rogers at 715-381-2936.
 Edge by Expedite•1201 Beaudry Blvd. •Hudson, WI 54016**