5 March 2019

Dear Bookseller

In 2013 Cengage USA imposed global pricing on certain US-published Higher Education textbooks. In Australia/New Zealand we have been able to secure exemptions on these global pricing requirements, under certain conditions. This means we are able to offer market pricing, but to receive normal discounts on these titles, bookshops must meet certain conditions.

* **Booksellers – orders qualifying under the Conditional Exemption program: you can purchase these titles at your usual discount**
* **Booksellers – orders *not* qualifying for Conditional Exemption: no discount is offered against orders**

We hope that you will qualify for Conditional Exemption discounts.

**Category A: Campus stores: all criteria must be met**

1. Your business operates as a physical store
2. Your business is located on a campus of a university, TAFE or tertiary institution, OR is the recommended supplier for the institution/departments of that institution
3. There is an adoption of the resource on the campus and your order is no larger than the number of students in the subject where the book is adopted
4. You on-sell the book to individual purchasers, single copies only
5. Books sold online are offered as single units only, to customers in Australia/New Zealand only
6. Transferring stock between physical stores may breach the Conditional Exemption conditions and requires approval from a Cengage sales manager

For example, an order that meets the criteria might be: your business includes a physical campus store. That campus has an adoption for Weiten’s *Psychology* for 100 students. The campus store orders 70 copies of the book against the campus account number. The books are sold as single copies to individual buyers.

**Category B: Institutional sales**

Orders to supply bulk sales direct to an institution, where the institution provides the product to students under their course fees. Typically, this will be a Registered Training Organisation, Private Education Provider, MBA school or corporate/government sale. Product is not available at point of sale to individuals in person or online.

**Category C: Library sales**

Supplies to libraries.

**Category D: One-off orders**

One-off orders to supply to a student enrolled at an institution of study in Australia, New Zealand or Pacific Islands, or direct to a school / teacher / researcher / institution, when your bookshop does not meet Conditional Exemption in Categories A, B, C.

**What you should do now:**

* If the majority of your orders will meet the requirements, apply for entry to the Conditional Exemption program by emailing [anz.customerservice@cengage.com](mailto:anz.customerservice@cengage.com) with subject line: Apply for Conditional Exemption Program
* Cengage reserves the right to not supply orders under the Conditional Exemption program if we judge that the conditions are not being met
* If you receive an invoice with 0% discount and believe you qualify for Conditional Exemption on that order, please contact Cengage Customer Service [anz.customerservice@cengage.com](mailto:anz.customerservice@cengage.com)
* A list of books that are categorised as Conditional Exemption titles is available at <https://cengage.com.au/booksellers>

**Thank for your patience** as we work through this process. If you have any questions, please feel free to contact us.

Thanks and regards,

Cengage

Tel 1300 790 853 (AU) / 0800 449 725 (NZ)

email [anz.customerservice@cengage.com](mailto:anz.customerservice@cengage.com)