

# BULK PROGRAMMING ACTIVATION & CHANGE REQUEST FORM

To request activation of a commercial DISH Network account: (i) you must fully and correctly complete (with all applicable signatures) this Bulk Standard Activation Form (the "Activation Form") and (ii) either you or your authorized DISH Network retailer must FAX this Activation Form to (303) 723-3518 or E-MAIL a copy of it to [dishnetworkcommercialoperations@dishnetwork.com](mailto:dishnetworkcommercialoperations@dishnetwork.com) at least two full business days prior to the Requested Activation Date specified by you in Section 4 of this Activation Form. Service is provided subject to the terms and conditions of the Commercial Customer Agreement (the "Commercial Customer Agreement"), which is available to you on our website at <http://dishnetwork.com/commercial>. Programming prices/rates and packages are subject to change without notice at any time and from time to time in the sole and absolute discretion of DISH Network for any reason or no reason. All bulk programming rates are based on 100% of the total rooms/ units\*\* per month with a minimum prerequisite of 10 rooms / units per bulk property.

**If you wish to be contacted via e-mail when this is complete, please provide your email address:** \_\_\_\_\_

New Activation     Change to Account     Disconnect Account     Restart  
Billing Type:  Monthly     Annual

**Account Number: 8255** \_\_\_\_\_

**Reason for Disconnect:**     New Ownership     Other Provider     Seasonal     Technical  
 Customer Service     Other \_\_\_\_\_

**1. IF NEW ACTIVATION (Check the boxes for distribution type & property type):**

<input type="checkbox"/> Bulk / SMATV	<input type="checkbox"/> L-Band / QAM Property		
<input type="checkbox"/> Hotel (7020)	<input type="checkbox"/> Motel (7020)	<input type="checkbox"/> Nursing Home (7010)	<input type="checkbox"/> Hospital (7010)
<input type="checkbox"/> Prison (7010)	<input type="checkbox"/> Apt (7030)	<input type="checkbox"/> College/Univ (7030)	<input type="checkbox"/> Condo (7030)
<input type="checkbox"/> RV Park (7020)	<input type="checkbox"/> Marina (7010)	<input type="checkbox"/> Asst Living Center (7010)	

**2. Authorized Signature:**

\_\_\_\_\_  
Authorized Signature (Authorized Company Officer)

\_\_\_\_\_  
Printed Name & Title (Authorized Company Officer)

\*\*BY SIGNING IN THE APPROPRIATE SPACE DESIGNATED UNDER SECTION 2 "Authorized Signature" OF THIS ACTIVATION FORM, YOU: (I) ACKNOWLEDGE AND AGREE TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS OF THIS ACTIVATION FORM AND THE COMMERCIAL CUSTOMER AGREEMENT, WHICH AGREEMENT IS INCORPORATED HEREIN BY REFERENCE AND (II) DECLARE UNDER PENALTY OF PERJURY THAT THE INFORMATION CONTAINED IN THIS ACTIVATION FORM, INCLUDING WITHOUT LIMITATION THE REPORTED TOTAL NUMBER OF ROOMS/UNITS, IS TRUE AND CORRECT AND IN COMPLIANCE WITH THE TERMS AND CONDITIONS OF THE COMMERCIAL CUSTOMER SERVICE AGREEMENT. For purposes of this Activation Form only, "Total Rooms/Units" means: (i) for hotels, motels, resorts, inns, etc., the total number of guest rooms; (ii) for hospitals, nursing homes, assisted living residences, long term care facilities, medical clinics, etc., the total number of televisions in patient rooms; (iii) for colleges, universities, convents, or other dormitory housing settings, the total number of housing units available for occupancy; (iv) for residential multi-dwelling units, including without limitation apartments, condominiums, townhouses and marinas, the total number of housing units available for occupancy; (v) for mobile home parks, camp grounds, RV parks, etc., the total number of spaces available for occupancy; and (vi) for prisons and other correctional facilities, the total number of television outlets located on the property.

**3. REQUESTED ACTIVATION DATE:** \_\_\_\_\_

(You will be billed starting with the actual date of activation which may vary up to 48 hours from date of request)

**4. PROPERTY INFORMATION:**

Property Name	Contact Name	
Property's Physical Address		
City	State	Zip Code
(Area Code) Phone Number	Fax Number	Email Address

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## 5. BILLING INFORMATION

Business Name	Attention To	
Mailing Address		
City	State	Zip Code
(Area Code) Phone Number	Fax Number	
Billing Contact		

## 6. TOTAL NUMBER OF ROOMS/UNITS:

**Ten (10) Room/Unit minimum requirement**

## 7. RETAILER OF RECORD INFORMATION:

Company Name	EchoStar Retailer No.	
Address		
City	State	Zip
*Phone	*Email Address	

**\*Please make sure your contact information is listed in the case there are any questions regarding this form.**

## 8. PROMOTIONS:

**BULK ADVANTAGE 36 MONTH RETAILER PROMOTION:** To be considered for participation in the Bulk Advantage Promotional Program, you **MUST:** (i) be a new commercial DISH Network subscriber with a minimum of 30 total Rooms/Units for model 311 receivers or a minimum of 50 total Rooms/Units for model VIP211K or VIP222 receivers and (ii) enter into a three year term agreement with DISH Network (iii) subscribe to Bulk Programming services totaling a minimum of \$8.50 per unit per month (exclusive of any applicable taxes or fees). Only new or reconditioned model 311 receivers, new or reconditioned VIP211K receivers OR new or reconditioned VIP222 receivers are eligible for this Promotional Program and your participation is subject to DISH Network's approval which may be withheld by DISH Network in its sole and absolute discretion for any reason or no reason.

**BULK ADVANTAGE 24 MONTH RETAILER PROMOTION:** To be considered for participation in the Bulk Advantage Promotional Program, you **MUST:** (i) be a new commercial DISH Network subscriber with a minimum of 30 total Rooms/Units (as defined below in Section 6) and (ii) subscribe to Bulk Programming services totaling a minimum of \$4.50 per unit per month (exclusive of any applicable taxes or fees). Only new or reconditioned model 311 receivers are eligible for this Promotional Program and your participation is subject to DISH Network's approval which may be withheld by DISH Network in its sole and absolute discretion for any reason or no reason.

## 9. PROGRAMMING ORDER:

All rates are based on a per room/unit basis, per month and applied to the total number of units. Programming marked as <sup>HD</sup> is available in both Standard Definition & High Definition where applicable. Display of bulk services in High Definition requires an HD compatible receiver.

**For more than 8 programming packages on a SMATV system, please use the 8+ programming package form. L-Band properties are limited to 8 programming packages.**

<b>Standard Packages</b> <i>(please check services ordered)</i>	<b>Add</b>	<b>Remove</b>	<b>Rate</b>
BASIC	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$1.55</b>
America's Top 120	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$11.00</b>
America's Top 200	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$16.50</b>
America's Top 250	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$24.00</b>
University Pak (University Only)	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$2.85</b>
University Essentials Pack (University Only)	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$2.50</b>
Local Networks - In Market City (Please list city name) _____	<input type="checkbox"/> Add	<input type="checkbox"/> Remove	<b>\$0.50</b>

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## HD Programming Packages

LodgingHD Preferred (Hospitality Only)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$2.75</b>
LodgingHD Elite (Hospitality Only)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.75</b>
BronzeHD (Requires a subscription of America's Top 120)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$8.00</b>
SilverHD (Requires a subscription of America's Top 200)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$8.00</b>
GoldHD (Requires a subscription of America's Top 250)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$8.00</b>
Expanded HD Package #1 <i>Requires a subscription to Basic and Add-On Package #2 OR America's Top 200</i>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.35</b>

## Sports

ESPN A La Carte	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$5.05</b>
ESPN Pak 1 – ESPN, ESPN2	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.80</b>
ESPN Pak 2 – ESPN, ESPN2, ESPNNews	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.35</b>
ESPN Pak 3 – ESPN, ESPN2, ESPN Classic	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.35</b>
ESPN Pak 4 – ESPN <sup>HD</sup> , ESPN2 <sup>HD</sup> , ESPNNews <sup>HD</sup> , ESPN Classic	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.25</b>
ESPN Pak 5 – ESPN <sup>HD</sup> , ESPN2 <sup>HD</sup> , ESPNNews <sup>HD</sup> , ESPN Classic, ESPN U	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.20</b>
ESPN Deportes – Subscription to ESPN Pak 4 or 5 required (Hotel/Motel only)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.00</b>
Multi-Sport Package (Available only with America's Top 200 or America's Top 250)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.50</b>
Regional Sports a la carte (Hotels/Motels only)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.99</b>
Regional Sports a la carte (All other bulk properties)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.25</b>
Regional Sports a la carte (MSG PLUS)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.75</b>
Regional Sports a la carte (Sports Net New York)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$2.50</b>
Regional Sports a la carte (Sports Time Ohio)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.99</b>
BIG Ten Network <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.99</b>
NFL Network a la carte <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.30</b>
CBS College Sports <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.15</b>
The Tennis Channel <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.25</b>

*In order to subscribe to the ESPN Package, all programming in that package must be delivered in each room*

## Add-On Packages

*Basic, LodgingHD Elite, LodgingHD Preferred, America's Top 120, America's Top 200 or America's Top 250 is a prerequisite for all Add-On Packages*

Add On #2	ABC Family <sup>HD</sup> , AMC, Animal Planet <sup>HD</sup> , BET <sup>HD</sup> , Boomerang	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.53</b>
Add On #3	Bravo <sup>HD</sup> , CMT <sup>HD</sup> , Great American Country, IFC, TCM, WE	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.54</b>
Add On #4	A&E <sup>HD</sup> , G4, Game Show Network, Hallmark Channel <sup>HD</sup> , History Channel <sup>HD</sup> , ION, Style, truTV <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.42</b>
Add On #5	E! <sup>HD</sup> , Lifetime <sup>HD</sup> , SYFY <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.31</b>
Add On #6	A&E <sup>HD</sup> , Fuse, History Channel <sup>HD</sup> , National Geographic <sup>HD</sup> , Spike TV <sup>HD</sup> , WGN America <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.68</b>
Add On #7	BBC America <sup>HD</sup> , CNBC <sup>HD</sup> , CNBC World, Food Network <sup>HD</sup> , HGTV <sup>HD</sup> , MSNBC <sup>HD</sup> , Travel Channel <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.32</b>
Add On #8	FX <sup>HD</sup> , Fox Movie Channel, Fox Soccer <sup>HD</sup> , Fox Sports en Español, TVG	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.81</b>
Add On #9	Disney-E <sup>HD</sup> , Disney Channel-W, Disney XD <sup>HD</sup> , SOAPnet	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.78</b>
Add On #10	The Golf Channel <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.21</b>
Add On #11	Comedy Central <sup>HD</sup> , MTV <sup>HD</sup> , MTV2, Nickelodeon <sup>HD</sup> , Palladia <sup>HD</sup> , TV Land, VH1 <sup>HD</sup> , VH1 Classic	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.64</b>
Action Pak	DIY, Military Channel, Outdoor Channel <sup>HD</sup> , The Golf Channel <sup>HD</sup> , SPEED <sup>HD</sup> , Tennis Channel <sup>HD</sup> , Versus <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.79</b>
Discovery Pak	Discovery Kids, Investigation Discovery, Planet Green <sup>HD</sup> , The Science Channel <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.10</b>
BET	BET <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.15</b>

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CNBC	CNBC <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.15</b>
Sirius Music	Over 60 channels of 100% commercial-free music (Hotels/Motels only)	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.17</b>
Pequeño Latino	Univision, Galavision, TeleFutura	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.15</b>
CNN en Español		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.30</b>

### Premium Movie Packages

HBO	HBO-E <sup>HD</sup> , HBO-W <sup>HD</sup> , HBO2-E <sup>HD</sup> , HBO2-W, HBO Comedy <sup>HD</sup> , HBO Family <sup>HD</sup> , HBO Latino <sup>HD</sup> , HBO Signature <sup>HD</sup> , HBO Zone <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.20</b>
HBO Promotional Rate (New HBO Subscription for Hotel/Motel, Expires 7/31/10)	<i>In order to display HBO HD, the non-HD feed of HBO must be delivered to each room.</i>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.95</b>
HBO and Cinemax	HBO-E <sup>HD</sup> , HBO-W <sup>HD</sup> , HBO2-E <sup>HD</sup> , HBO2-W, HBO Comedy <sup>HD</sup> , HBO Family <sup>HD</sup> , HBO Latino <sup>HD</sup> , HBO Signature <sup>HD</sup> , HBO Zone <sup>HD</sup> , Cinemax-E <sup>HD</sup> , Cinemax-W <sup>HD</sup> , 5StarMAX <sup>HD</sup> , ActionMAX <sup>HD</sup> , MoreMAX	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$7.10</b>
HBO Guides (arrives from HBO/quantities of 25/ Allow up to 8-weeks)		<input type="checkbox"/> Add Total # _____	
DISH Entertainment Magazine	Quantity: _____	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$4.25/each</b>
Showtime Unlimited	FLIX, Showtime-E <sup>HD</sup> , Showtime-W <sup>HD</sup> , Showtime Too <sup>HD</sup> , Extreme, Showcase E <sup>HD</sup> , Sundance, Beyond, TMC-E <sup>HD</sup> , TMC Xtra,	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.80</b>
Showtime Promotional Rate (New Showtime Subscription for Hotel/Motel, Expires 7/31/10)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.55</b>
Starz! Super Pak	Encore-E, Encore HD, Starz-E <sup>HD</sup> , Starz-W <sup>HD</sup> , Starz Cinema E, Starz in Black, Starz Edge <sup>HD</sup> , Starz Comedy <sup>HD</sup> , Starz Kids & Family <sup>HD</sup>	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.20</b>
Encore (West)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.65</b>
Encore (W) + 1 Theme (Specify _____)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.85</b>
Encore (W) + 2 Themes (Specify _____)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.05</b>
Encore (W) + 3 Themes (Specify _____)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.25</b>
Encore (W) + 4 Themes (Specify _____)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.45</b>
Encore (W) + 5 Themes (Specify _____)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.65</b>
Encore (W) + 6 Themes (Action, Love, Mystery, Drama, Westerns, WAM)		<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.85</b>

### International Programming

DishLATINO Clásico	Spanish	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$3.50</b>
Arabic Enhanced Pack	Arabic	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
Armenia TV	Armenian	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
NTV Bangla	Bangla	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
TV Globo	Brazilian Language	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.00</b>
TV Globo/Record International	Brazilian Language	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.50</b>
Great Wall TV Pack	Chinese	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$2.00</b>
Phoenix TV	Chinese	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.25</b>
TV5Monde	French	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.25</b>
Deutsche Welle TV	German	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
Antenna Package	Greek	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.68</b>
Antenna Satellite	Greek	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
Greek Elite Pack	Greek	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.93</b>
Hindi Mega Pack	Hindi	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$1.00</b>
Zee Cinema	Hindi	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
Zee TV/TV Asia/SET (PICK ANY 2)	Hindi	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.75</b>
The Israeli Network	Israeli	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>
RAITALIA	Italian	<input type="checkbox"/> Add <input type="checkbox"/> Remove	<b>\$0.50</b>

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