

# Simple Vans – B2B Partner Terms & Conditions (2026)

These Terms and Conditions (“T&C”) define the rights and obligations of B2B Partners (“Partner”) collaborating with **Simple Vans** (“Company”). By entering into a partnership, the Partner agrees to comply with the following provisions:

## 1. General Eligibility

1.1 All Partners must apply for B2b account via [www.simplevans.eu](http://www.simplevans.eu) and comply with the commercial clauses set forth by Simple Vans.

1.2 The Company reserves the right to evaluate and validate applications before granting partner status.

## 2. B2B Partner Conditions

2.1 **Eligibility:** Compliance with commercial clauses.

2.2 **Discounts:**

- Furniture: **15%**
- Mattresses: **20%**

2.3 **Initial Discount Application:** Discounts will be applied as a credit on the Partner’s **second order** to ensure commitment to a long-term partnership. The amount of the **first order must be equal to or greater than €500** in order to be taken into account.

2.4 **Marketing Kit:** Partners will receive access to **photos, 3D and videos**.

2.5 **Resale Clause:** Resale of Simple Vans furniture is **strictly prohibited**.

## 3. Gold Partner Conditions

3.1 **Eligibility:** Compliance with commercial clauses and a minimum annual order volume of **€12,000 before tax**.

3.2 **Discounts:**

- Furniture: **20%**
- Mattresses: **30%**
- Pre-order Discount: **30%** (applicable between October and November)

3.3 **Commissions:** Partners receive a **10% commission** on the sale of a Simple Vans credit, with free delivery within mainland France.

3.4 **Marketing Kit:** Access to **additional images and videos**.

3.5 **Resale Clause:** Resale of Simple Vans furniture is strictly prohibited, **with the exception of authorized reseller Vanlovers**.

## 4. Content Creation Bonus (All B2B Accounts)

### 4.1 Eligibility:

Partners are eligible for the Content Creation Bonus only after **receipt and complete installation of a Simple Vans kit** at the designated location. Partial installation or delayed posting may affect eligibility.

### 4.2 Requirements:

To qualify, Partners must submit content that meets **all** of the following:

- **One (1) high-quality video reel** (minimum 30 seconds) clearly showcasing the installed furniture.
- **A minimum of three (3) Instagram or TikTok stories** documenting the installation process or the final result.
- Content must be **posted on the Partner's official social media accounts**, tagging Simple Vans and inviting the official brand account as a collaborator.
- Content must comply with Simple Vans' brand guidelines (visual, tone, and messaging).

### 4.3 Reward:

- Upon approval, the Partner receives a **bonus discount of 5%–30% on the value of the last order**, determined by the marketing team based on creativity, quality, and engagement.
- The initial review of the submitted video content will take place **two (2) weeks after posting**, and the **number of views, engagement, and reach** will determine the exact discount awarded.
- A **second review** will occur **two (2) months after posting**, which may result in an **additional supplementary discount** if performance metrics have improved.

### Examples of discounts:

- 5% over 10,000 views and/or 200 likes
- 10% over 50,000 views and/or 500 likes
- 15% over 100,000 views and/or 1000 likes
- 20% over 250,000 views and/or 3000 likes
- 25% over 500,000 views and/or 5000 likes
- 30% over 750,000 views and/or 7500 likes

### 4.4 Limitation:

- The bonus is a **one-time reward per submission**.
- Each submission is **evaluated independently**, and only content meeting all requirements is eligible for review and bonus allocation.

## 5. Event & Trade Show Support (All B2B Accounts)

### 5.1 Eligibility

- Available to Partners participating in **recognized Vanlife expos or trade shows** with **5,000 visitors or more**.
- The provision of a **free exhibition MINIMALIST Kit** applies **exclusively** to:
  - **Large-scale events with 5,000+ visitors**, and
  - **Trade shows directly linked to Vanlife**.
- **Other Trade Shows:** Simple Vans may also support participation in **auto, moto, camping, and outdoor trade shows**. However, the **level of support may be limited** depending on the **audience profile, relevance to the brand, and evaluation by a Simple Vans team member**.

### 5.2 Requirements

- Submission of valid proof of **booth registration or participation fee** is required to confirm eligibility.

### 5.3 Support Package

Upon verification, Simple Vans will provide (subject to eligibility above):

- For **large-scale Vanlife events (5,000+ visitors)**: a **free exhibition MINIMALIST Kit**, plus the additional support listed below.
- For **other approved events**: support measures may be adapted but will **not automatically include a free exhibition MINIMALIST Kit**.

All approved events will also receive:

- A **set of marketing materials and catalogs**.
- A **sales support package specifically designed for trade shows**.
- **Planned social media cross-promotion**, coordinated with the Partner and scheduled as follows:
  - **Stories:** 1 per week, starting **4 weeks before the event** (1/1/1/1 format).
  - **Carousel Post:** published approximately **2 weeks before the event**.
  - **Reel:** published between **10 and 7 days before the event**.
- All content will be **coordinated with a dedicated Simple Vans team member** to ensure brand consistency and maximum visibility.

## 6. General Provisions

6.1 Simple Vans reserves the right to update these T&C at any time, with notice provided to all active Partners at least one month before the changes come to an effect.

6.2 Discounts, bonuses, and commissions apply exclusively to purchases made directly from Simple Vans and cannot be combined with other promotions unless explicitly stated.

6.3 Breach of eligibility requirements or the resale clause may result in termination of Partner status without prior notice.