

Overview

Program vision

Amazon Accelerator enables manufacturers to launch brands and innovative products exclusively on Amazon and provides a path to become an Amazon Private Brands supplier.

Brand Exclusivity

Suppliers will create and trademark their own Amazon-exclusive brand. The brand will remain exclusive to Amazon.

Supplier-Driven Selection

You determine what products to launch based on your category expertise. We encourage you to take advantage of this opportunity to recommend proven high-quality and high-rated products.

Testing & Learning

You can easily test new innovative products and get quick customer feedback.

Benefits

Path to Amazon Private Brands

The Amazon Accelerator program is a potential entry into Amazon Private Brands. Successful Amazon Accelerator participants may be selected to become suppliers for our Amazon Private Brands, and certain Amazon Accelerator brands may be purchased by Amazon. If we opt to purchase your brand, the price and/or calculation of it will be contained in your Amazon Accelerator agreement.

Brand Protection

Amazon will maintain exclusivity over your brand. No other sellers can add offers to your ASINs.

Marketing Services

Brands will receive a suite of marketing and promotions support, including site merchandising and free access to our Vine program. Products with high ratings and reviews may also receive additional placements across Amazon.

Onboarding Support

Suppliers will receive guided support, a toolset to tell the brand story, and analytics to track brand performance.

Reporting and selection insights:

Brands can leverage Amazon analytics tools to get customer feedback on their products. Some categories are eligible for category insights to help you understand recent trends.

Note: Amazon Accelerator features and benefits are subject to change.

Additional Terms

Participation in the Amazon Accelerator program is subject to additional terms and conditions. You will be provided with, and required to accept, the program terms in order to complete the application process.

Program policies

The following policies apply to Accelerator participants. Violation of these policies will result in the brand being exited from the program.

Program fees	If we approve your Selling on Amazon account for participation in the Amazon Accelerator, you will be charged in accordance with the program fees. Fees will be applied at the account <u>brand</u> level and will apply to all sales associated with your <u>-brands enrolled in Accelerator</u> account . -No refunds will be issued for services already
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	provided. The program fee is an additional 7% premium to the Referral Fees described on the Selling on Amazon Fee Schedule. When selling products under Fashion categories (Clothing & Accessories, Shoes & Bags, Jewelry, Watches, Luggage), the fee for the program is an additional 7% premium to the Referral Fees described on the Selling on Amazon Fee Schedule for Clothing & Accessories regardless of which Fashion category product you sell. <u>Regardless of the category, fees will only be charged for sales associated with your Accelerator brands.</u> Fees are subject to change. All brands under the Seller Central account used for Accelerator will be charged a program fee
Brand exclusivity	Brands enrolled in the Accelerator program will be sold exclusively through Amazon worldwide.
Trademark	Selling Partners should apply for trademark and register to Brand Registry in the stores they sell in.
Social Responsibility	We require selling partners to disclose all facilities used in the production of brands participating in the Accelerator program. At a minimum, these facilities must meet and maintain a basic set of requirements in order to qualify for the program and its premium marketing placements. Please review Accelerator Supplier Manual for more information.
Product restrictions	Products offered for sale on Amazon must comply with all laws and regulations and with Amazon's policies. The sale of illegal, unsafe, or other restricted products listed on Amazon policies , including products available only by prescription, is strictly prohibited. The Amazon Accelerator program has chosen to restrict select product types in addition to those restricted or prohibited by law or broader Amazon policies. Please review Accelerator Product Restrictions Policy to learn more on categories that are not eligible for the Accelerator program before joining the program and launching your selection.

Fulfilment channel	Accelerator holds to highly convenient delivery experience for Amazon customers. 3P selling partners must adopt FBA fulfillment for 100% of their buyable ASINs. They are temporarily allowed to use merchant fulfilled models (Seller Fulfilled Prime; Merchant Fulfilled Network) when FBA inventory has sold out. In this case, sellers are responsible to maintain order performance (e.g. cancel rate, defect rate, customer service).
Brand name and detail page content	Selling Partners should select brand names that do not infringe the rights of third parties. Selling Partners may not use brand names that may create the impression that the brands are associated with Amazon in any way. This includes brands that directly or indirectly refer to Amazon, brands owned by Amazon or its affiliates, or specific Amazon employees. For example, brands may not include any of the following words: Prime, Day 1, Day One, Alexa, Echo, Kindle, Fresh, Wholefoods, 365, Eero, Ring. The list of Amazon trademarks is available here. Brand names that incorporate profanity or culturally insensitive terminology or references are also prohibited. Selling Partners also may not use detail page content that suggests any affiliation to Amazon, including "Amazon Brand", "Private Brand", "Amazon Accelerator". Selling Partners may mention their brand is "Exclusively sold on Amazon".

How to apply

Go to the [Amazon Accelerator landing page](#) and click on sign up to complete our questionnaire. Our teams will get back to you to confirm next steps.