

Distributor Name: All Sports Marketing Inc.

Shop Name: _____

Account #: _____

Owner Name: _____

Address: _____

I HAVE ALLREADY SUBMITTED THIS DIRECTLY TO PANINI: _____

Please be advised Panini is starting to implement plans to support the Brick and Mortar stores and clarify roles within our industry. Below is the list of requirements/criteria to be an approved Authorized Brick and Mortar Retailer.

Authorized Panini Retailers must adhere to the following guidelines. Failure to do so will result in immediate termination from the program.

- 60% of business is done via in store traffic
- Open for business a minimum of 40 hours per week
- Do you eBay? Provide eBay name: _____
- Do you operate a dot.com site for your store? Provide address: _____
- A store email address that is checked daily
 - *This address will be used for placing online orders and electronic communications.*

In addition to meeting these criteria, all retailers must submit the following documents.

- Four pictures of retail storefront. Pictures must clearly show the following:
 - Outside signage including front door and windows matching the name and address of store on account application and building marquee
 - Indoor retail space showing most current Panini products on shelves and other items you stock
- Bing or Google Aerial view close up of your storefront
- Telephone directory page listing storefront name ,address and phone number
- A copy of sales tax permit
- A copy of most recent sales tax payment
- A copy of lease agreement
- Do you set up at card shows? If so, provide list of shows you regularly set up at.

- Must adhere to pricing guidelines
- Wholesaling of product is not allowed. Product purchased is intended for retail consumption only.
- No cross border selling of any Panini products allowed
- Panini Authorized Retailers must be approved to sell at Trade Shows and on any internet sites.
- Not allowed to pre-sell or offer any Panini product before official street date

Please submit through your distributor or you can email your information directly to dealers@paniniamerica.net