



Dear Hobby Dealer,

Thank you for expressing your interest in Panini trading cards. Please complete the following application, attach the necessary items to the application form and submit it to the address provided. The time frame of processing is determined by the number of applications pending at the time yours is submitted.

Pending approval of your application, we will place you on our direct mailing list. Sales materials, order forms, and when applicable, promotional cards will be sent to notify you that a Panini product is coming out. Orders are subject to allocation. Currently, we are accepting orders by fax or mail. You may choose the method of payment most convenient for you: we accept MasterCard, Visa, American Express, money order, or business check. Payment is required at the time your order is placed.

**PANINI RESERVES THE RIGHT TO TERMINATE ORDERING PRIVILEGES OF ANY DIRECT ACCOUNT WITHOUT WARNING FOR VIOLATIONS OF THE DIRECT DEALERSHIP POLICY INCLUDING BUT NOT LIMITED TO ONLINE WAX SALES OF ANY PANINI PRODUCT, SALES OF ANY OF OUR BRANDS BELOW FACTORY COST, SHARING OR SELLING OF ORDER FORMS, OR OPERATION OUT OF AN UNAUTHORIZED OR OTHERWISE INAPPROPRIATE LOCATION.**

Again, thank you for your interest in carrying our products.

**\*\*YOU MUST HAVE A STORE FRONT TO APPLY FOR A DIRECT ACCOUNT\*\***

To apply for a direct dealership with Panini, please submit the following items for our review:

- 1) A copy of your business license or sales Tax ID
- 2) Photographs of the interior and exterior of your business location  
*(Exterior photos must show street address and exterior permanent signage)*
- 3) Copies of utility bills (telephone, electric, or other) from your business location  
*Please send at least two different types of bills addressed to your place of business*
- 4) A printed ad for your business (i.e. newspaper clipping, ad in trade publication, page from phone book)
- 5) A voided business check or copy of a cancelled business check
- 6) If applicable, documentation of your direct accounts with other companies

*If you cannot provide one of the required items, please provide an explanation for why it is not included.*



Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Ship-to Address:  
(if different from above) \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: (        )        - \_\_\_\_\_

Fax: (        )        - \_\_\_\_\_

Email: \_\_\_\_\_

**Please complete the following:**

- 1) Is the majority of your business conducted through a ***shop*** or at ***shows***? (*Circle one*)
- 2) Do you utilize the Internet as a marketplace for trading cards and sports collectibles? **Yes / No**. If yes, please provide your internet (seller) name: \_\_\_\_\_
- 3) Are you a subscriber to B2B? **Yes / No**. If so, please list your B2B ID Number:  
\_\_\_\_\_
- 4) Are you direct with any other trading card manufacturers? **Yes / No**. If so, which ones?  
\_\_\_\_\_ (Please attach documentation in the form of billing statements or order forms showing your business address).
- 5) Please include a brief description of your business plan, **any promotions** that have been especially successful for you, and any **other information you feel would be helpful to us in providing service to you**.

**Please attach all necessary items to this form and submit by mail to:**

Panini America, Inc.  
Sales – New Accounts  
2300 E. Randol Mill Road  
Arlington, TX 76011

\*Applications may instead be emailed to [directs@paniniamerica.net](mailto:directs@paniniamerica.net). If submitting by email, all required photos and other documentation must be included as an attachment at the time the application is submitted.