



Dear Hobby Store Owner,

Thank you for expressing your interest in Panini trading cards. Please complete the following application, attach the necessary items and submit to the address provided.

Upon approval of you 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 releasing. Orders are subject to allocation. Currently we are accepting orders by email, fax or mail. You may choose the method of Payment most convenient to you: we accept Master Card, Visa, American Epress, money order or business check. Payment is required at the time your order is place.

**PANINI RESERVES THE RIGHT TO TERMINATE ORDERING PRIVILEGES OF ANY DIRECT ACCOUNT WITHOUT WARNING FOR VIOLATIONS OF THE DIRECT DEALERSHIP POLICY.**

**Policy & Guidelines:**

- Wholesale MAPP pricing effective for 30 days
- All authorized Panini Stores will be required to maintain Panini's national release date calendar
- All authorized Panini Store internet retailers may not sell below direct MAPP wholesale price for 30 days after release
- Authorized Panini Store internet retailers must maintain a price 20% above direct cost for 21-days after product release date. The same holds true for any pre-sells.
- Any authorized store/internet retailer found selling below the stated price will be immediately unauthorized. Unauthorized internet retailers & case breakers may NOT be supplied by our distributor and direct accounts
- Authorized Panini Stores may post on B2B in accordance with MAPP guidelines
- No US-Canada cross-border selling for 180 days

**\*\*YOU MUST HAVE A STORE FRONT TO BE A DIRECT ACCOUNT\*\***

- 60% of business is done via in store traffic
- Open for business a minimum of 40 hours per week
- Do you eBay? \_\_\_\_\_ If so, provide eBay name: \_\_\_\_\_
- Do you operate an internet retail business? \_\_\_\_\_ If so provide address: \_\_\_\_\_
- Please provide email address: \_\_\_\_\_  
This address will be used for placing online orders and electronic communications.
- Do you set up at card shows? \_\_\_\_\_ If so, provide a list of the shows you regularly set up at.



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

- A minimum of four pictures of retail storefront. Pictures must clearly show the following:
  - Outside signage including front door and windows matching the name and address of the store on the account application and building marquee.
  - Indoor retail space showing most current Panini products on the shelves and other items you stock
- Telephone Directory page listing storefront name, address and phone number
- A copy of your sales tax permit
- A copy of the most recent sales tax
- A copy of your lease agreement
- A copy of you most current utility bill showing your location
- A copy of your state business license (if applicable)

• Primary Panini Authorized Distributor(s): \_\_\_\_\_

• Number of years in business as store owner: \_\_\_\_\_

• What is projected annual revenue from Panini Sports Cards? \_\_\_\_\_

• What is projected annual revenue from Panini Sports Cards on your website? \_\_\_\_\_

• Do you break product for reselling singles on the internet? If yes, what percentage of your annual revenue is generated from these sales? \_\_\_\_\_

• If you display/sell singles, boxes and/or cases at card shows? \_\_\_\_\_ How many shows do you attend on an annual basis? \_\_\_\_\_

List the percentage of Panini products you sell in your store by category:

- \_\_\_\_\_ Football
- \_\_\_\_\_ Baseball
- \_\_\_\_\_ Basketball
- \_\_\_\_\_ Soccer
- \_\_\_\_\_ Entertainment (Non-Sport)



**Please complete the following in full:**

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ship-to Address: (if different from above)

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

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

Panini America, Inc.  
Sales – New Direct Account  
5325 FAA Boulevard, Suite 100  
Irving, Texas 75061

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

We sincerely appreciate your support,  
Meghan Goldate  
Direct Sales Account Executive