



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 but will be moving to an online only ordering system in the near future. 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****

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.



Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Ship-to Address: _____

(if different from above) _____

City: _____

State: _____

Zip: _____

Phone: () - _____

Fax: () - _____

Email: _____

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 dealers@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.