



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 them to the email address and/or the Panini America headquarters address provided in the pages below.

Upon approval of your application, we will place you on our direct mailing/emailing list. Sales materials, order forms, and when applicable, promotional cards will be sent to notify you that a Panini product is being released. All orders are subject to allocation. **Orders are full case orders only, no box orders. Currently, we are only accepting orders via our B2B website.** Credit Cards will be the only method of payment allowed. Upon approval of application, we will need to acquire credit card information on all credit cards you choose to use for payment. Payment is required at the time your order is placed. Your credit cards will not be charged until the product is shipped.

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.
- 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****

- Must have an established Brick & Mortar store for a minimum of 6 months.
- Sports trading cards must represent 70% of the store's total gross sales.
- Open for business a minimum of 40 hours per week.
- New Hobby Direct Accounts are reviewed quarterly.
- Panini archives all applications; you do not have to re-apply.



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 the most current Panini products on the shelves and other items you stock
- A copy of your state business license (if applicable)

* Primary Panini Authorized Distributor(s): _____

* Number of years in business as store owner: _____

Social Media Platform Handles/Usernames (if applicable):

- Facebook _____
- Twitter _____
- Instagram _____
- TikTok _____
- Company Website URL: _____

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

- _____ Football
- _____ Baseball
- _____ Basketball
- _____ WNBA
- _____ Collegiate
- _____ Golf
- _____ Soccer
- _____ Racing
- _____ MMA
- _____ Entertainment (Non-Sport)

* Do you break products for reselling singles on the internet? If yes, what percentage of your annual revenue is generated from these sales? _____



Please complete the following in full:

Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Ship-to Address: (if different from above)

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

* Applications may be emailed to directs@paniniamerica.net. All required photos and other documentation must be included as an attachment at the time the application is submitted.

*If you choose to submit this form by mail, please send to the address below:

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

We sincerely appreciate your support,
Courtney Heady
Hobby Direct Sales Manager