

BOATMAN GELLER | DEALER APPLICATION

6870 HAWTHORN PARK DRIVE • INDIANAPOLIS, IN 46220 • (T) 866.573.9429 • (F) 317.466.1641 • WWW.BOATMANGELLER.COM

Date ____ / ____ / ____

Company Name _____ Type: Home Dealer Online Retailer Showroom Store

Tax ID Number _____ Resale Number _____ Years in Business _____

Bill To Address: _____ City: _____ State: _____ Zip: _____

Ship To Address: _____ City: _____ State: _____ Zip: _____

Phone: (_____) _____ - _____ Email: _____

* Email is required to become a dealer

Fax: (_____) _____ - _____ Website: _____

Who is your Accounts Payable Contact? _____

Credit Card Information

Card Type _____ American Express _____ Discover _____ Mastercard _____ Visa

Name as printed on card _____

Card Number _____ Expiration _____

* Credit card information is required and if not present on this form, must be provided when you are contacted.

Will you be selling Boatman Geller in Personalization _____ YES _____ NO and/or Bulk and Package? _____ YES _____ NO

Do you sell online? _____ YES _____ NO

* Must purchase into personalization program to sell personalized or full image CD if an online store.

Gross Annual Sales:	Annually, what percentages of your custom stationery sales are in each category?	Annually, what percentages of Bulk and Packaged stationery sales are in each category?	Annually, what is the percentage breakdown of Personalization and Bulk and Package?
_____ Less than \$15,000	_____ Wedding	_____ Wedding	_____ Personalized
_____ \$15,000 - \$25,000	_____ Birth	_____ Birth	_____ Bulk and Package
_____ \$25,000 - \$50,000	_____ Adult Parties	_____ Adult Parties	
_____ \$50,000 - \$100,000	_____ Children Parties	_____ Children Parties	
_____ \$100,000 - \$250,000	_____ Social Stationery	_____ Social Stationery	
_____ \$250,000 - \$500,000	_____ Bar/Bat Mitzvah	_____ Graduation	
_____ \$500,000 - \$1,000,000	_____ Holiday	_____ Fill-In Invitations	
_____ Over \$1,000,000	_____ Other	_____ Holiday	
		_____ Other	

Do you have more than one store location? _____ YES _____ NO

If yes, please list the other locations _____

Are you near an existing store that carries stationery? _____ YES _____ NO

If so, is your target audience the same and how do you differentiate your store from your competition? _____

What other paper lines/albums do you carry in Personalization? In Bulk and Package? In Packaged Goods? _____

Are there any stationery products that customers have been requesting, that you can't find on the market that you would like to see Boatman Geller create? _____

I certify the above information is true and accurate. Permissions are granted to Boatman Geller to verify any and all facts.

Printed Name _____ Signature _____ Title _____