



## THE UPPER DECK COMPANY HOBBY CLASSIFICATION AND QUALIFICATION REQUIREMENTS

### HOBBY STORE:

A hobby store's primary business operates out of a permanent storefront location. The majority of retail card shop business must be in trading cards and sports memorabilia with the balance of sales, if any, related to the collectibles. Interior decoration must clearly show sports memorabilia, sports advertisements or posters. Collector supplies are sold as well, and dealers provide advice to collectors about cards, companies, hobby publications, etc. Large mail-order business may be included in this classification. Multiple store owners will receive a separate allocation per qualified location. If multiple stores exist, please note the locations on the application to inform your account rep on which location will be the primary shipping address. If a store is sold, the new owner may assume the account as long as qualifications and requirements are met. Product and offerings will be sent only to the store address listed on the application and will not be forwarded. An account may qualify for only one classification. One allocation will be provided per account.

To qualify as a hobby store/large mail-order account, you must enclose the following documentation with your completed application:

#### Please provide the following along with this application:

- 1.) Photos of the interior and exterior of the store.
  - Exterior photos must clearly show store sign and address
  - Interior photos must clearly show entire contents of store. 1 photo for each wall in the store for a total of 4 or more
- 2.) Unexpired business license and/or resale permit or tax ID reflecting the name and address of the store.
- 3.) Signed tax resale card (enclosed with application)

**Note:** To remain active, direct accounts are required to purchase a minimum of \$2,500 in sports card product per year

# UPPER DECK CARDS (UDC) HOBBY ACCOUNT APPLICATION

Acct#: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Business Address: \_\_\_\_\_ FAX Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Shipping Name Address (If different, explain why. Hobby stores must ship and mail to store address):

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

1. The above business address is a: Store Home Other
2. Do you operate a retail store operation other than with your home? Yes No
3. Do you have more than one store? Yes No If Yes, how many? \_\_\_\_\_
4. List all the stores names and addresses:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. What are your store hours? \_\_\_\_\_
6. What is your store telephone number? \_\_\_\_\_
7. Please check the category that best describes your business (i.e. represents that largest % of your volume).  
Show Vendor Hobby Store Direct Mail Wholesaler

8. Indicate the percentage (%) of your sales that is derived from the following product groups:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Indicate the percentage (%) of your sales that is derived from the following product groups:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



10. What percentage (%) of your shelf space is dedicated to cards? \_\_\_\_\_

11. What percentage (%) of your shelf space is dedicated to memorabilia? \_\_\_\_\_

12. Do you sell by mail order? Yes No

13. Do you sell via internet? Yes No

14. What is your primary form of sale?  
Singles Pack Box Case Memorabilia

15. Is this your primary source of income or secondary occupation? \_\_\_\_\_

16. Do you purchase products through a distributor? Yes No If Yes, list distributors below:

- 1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

17. From which of the following companies do you order direct?  
Topps Panini In the Game Steiner Other

18. Do you purchase the maximum amount of product offered by manufacturers? Yes No

19. Do you purchase all card products by the manufacturers listed on line 17 on a direct basis? Yes No

20. Do you purchase products on a non-direct basis? Yes No
If yes, which products do you buy? \_\_\_\_\_

21. What is your average case purchase by Brand? \_\_\_\_\_ Topps \_\_\_\_\_ Panini
\_\_\_\_\_ In the Game \_\_\_\_\_ Steiner \_\_\_\_\_ Other (describe in detail) \_\_\_\_\_

22. List your annual advertising expenditures by media type: \_\_\_\_\_ Television \_\_\_\_\_ Radio
\_\_\_\_\_ Card Catalog \_\_\_\_\_ Major Hobby Print \_\_\_\_\_ Other print (describe in detail) \_\_\_\_\_

You must provide verification of the above in the form of station logs, insertion orders, etc.

23. How many years have you been in the hobby business in your present capacity? \_\_\_\_\_

24. Do you manufacture or repack any trading cards?
Manufacture Yes No
Re-Pack Yes No

25. Do you have a warehouse for distribution purposes? Yes No



26. Do you have a computer in your store/place of business? Yes No

27. Do you have a website? Yes No
Address: \_\_\_\_\_

28. Do you have a computer record of your accounts and invoices? Yes No

29. Please indicate your annual sales volume:
\$10,000 or less \$250,001-\$500,000
\$10,001 - \$50,000 \$500,001-\$1,000,000
\$50,001 - \$ 250,000 \$1,000,001

\*\*\*\*\*
The Upper Deck Company will not process this application unless all account criteria are met and verification is returned.

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Please fax to 760-929-6548 or email to Dealer\_Support!@upperdecknv.com

Or you can mail to the address below:

The Upper Deck Company
ATTN: UDC Customer Service New Accounts
5909 Sea Otter Place
Carlsbad, CA 92010

This is only an application for an account. The Upper Deck Company reserves the right to review this application in order to ascertain your qualifications for an Upper Deck account. Approval and disapproval of account application are in the sole discretion of the Upper Deck Company.

For Office Use Only
Account Accepted
\_\_\_ Yes \_\_\_ No
Account Number
\_\_\_\_\_

IMPORTANT: Notary signature and seal required. Applications submitted without notary will be returned. The above information and the attached photos, show receipts and/or business license are accurate to my best knowledge and belief.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Notarized this day \_\_\_\_\_, in the month of \_\_\_\_\_, in the year of \_\_\_\_\_

Tax Resale Card

FIRM NAME \_\_\_\_\_

I HEREBY CERTIFY,  
That I hold valid seller's permit No. \_\_\_\_\_  
Issued pursuant to the Sales and Use Tax Law: that I am engaged in the business of selling

\_\_\_\_\_  
That the tangible personal property described herein which I shall purchase from:

\_\_\_\_\_  
Will be resold by me in the form of tangible personal property: PROVIDED, however, that in the event any such property is used for any purpose other than retention, demonstration, or display which holding it for sale in the regular course of business it is understood that I am, required by the Sales and Use Tax Law to report and party for the tax measured by the purchase price of such property,

Description of property to be purchased: \_\_\_\_\_

Dated: \_\_\_\_\_

Signature: \_\_\_\_\_

At: \_\_\_\_\_

By and Title: \_\_\_\_\_

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

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