

# APPLICATION FOR TRADE RECOGNITION

In order to establish you as a distributor for Herald Press material with a revolving account, please complete all the applicable questions and return promptly. All information is confidential.

**Exact Business Name** \_\_\_\_\_ **Phone** \_\_\_\_\_  
**Address** \_\_\_\_\_ **Fax** \_\_\_\_\_ **E-Mail** \_\_\_\_\_  
**City** \_\_\_\_\_ **State/Prov** \_\_\_\_\_ **Code** \_\_\_\_\_

How long has this business been in operation? \_\_\_\_\_

Type of ownership: Proprietor ( ) Partnership ( ) Corporation ( )

Do you have a vendor's license? ( ) Yes ( ) No If yes, give number \_\_\_\_\_

**Name of Owner or Manager of Store** \_\_\_\_\_

**Name of Book Buyer** \_\_\_\_\_

## Type of Business:

- Check those which best describe your operation
- ( ) Retail store in main business district, open to public
  - ( ) Full-time retail store in shopping center
  - ( ) Full-time retail store outside of business district
  - ( ) Religious book or supply department in large retail store
  - ( ) Showroom of store in home
  - ( ) Mail-order business only
  - ( ) Agent or door to door
  - ( ) Book table in church

How many employees? \_\_\_\_\_ Full time \_\_\_\_\_ Part time

Please include yourself if you work in the store.

## Most of your business is done:

- ( ) Over the counter
- ( ) By Mail
- ( ) Personal solicitation or canvassing

## Size of store:

\_\_\_\_\_ ft. x \_\_\_\_\_ ft.

Store hours: from \_\_\_\_\_ to \_\_\_\_\_

Number of days open per week \_\_\_\_\_

Do you own ( ), or rent ( ) your place of business?

## Product Line:

- Check those which best describe your line
- ( ) Religious books
  - ( ) Children's books
  - ( ) General books
  - ( ) Bestsellers only
  - ( ) Stationary, novelties
  - ( ) VBS or Sunday school supplies
  - ( ) Other \_\_\_\_\_

## Clientele:

- ( ) Members of church
- ( ) With the general public
- ( ) With a special group
- ( ) Student
- ( ) Other \_\_\_\_\_

## How do you promote your business:

- ( ) Mail solicitations
- ( ) Newspaper/Radio
- ( ) Personal solicitations
- ( ) Catalog
- ( ) Other \_\_\_\_\_

## Credit References—please attach bank information in addition to the requested references below.

1. Name \_\_\_\_\_ Average Discount Allowed \_\_\_\_\_ Length of Contract \_\_\_\_\_  
Address \_\_\_\_\_ Account Number \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

2. Name \_\_\_\_\_ Average Discount Allowed \_\_\_\_\_ Length of Contract \_\_\_\_\_  
Address \_\_\_\_\_ Account Number \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

3. Name \_\_\_\_\_ Average Discount Allowed \_\_\_\_\_ Length of Contract \_\_\_\_\_  
Address \_\_\_\_\_ Account Number \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ E-Mail \_\_\_\_\_ Fax \_\_\_\_\_