



FAX THIS FORM BACK TO: 213.489.2758

Welcome to In Play Showroom! We look forward to a great partnership and just need a little more information to get you set up. We also want familiarize ourselves with your business, to lead you in the right direction!

Date:

WWW:

DBA:

*WEBSITE ONLY: We request that applicant websites are up & running for at least 6months . If it is less than that, please give a better overview on your business and marketing plan and note your splash page. Thanks.

Please describe your customer base & demographic:

What sets you apart from other websites in similar categories?

How do you market/drive sales to your site? How many followers do you have on INSTAGRAM?

How long has your site been live? Tax ID: Resale #:

FACEBOOK handle and number of followers: INSTAGRAM handle and number of followers.

Bill to: Ship to:

Owner(s): Second Contact & Title Store Manager: Cell:

Store Phone #: Fax: Office/Other#: e-mail:

* What other major KIDS brands do you currently carry?

Collections you are interested in:

* For proper distribution of brands, feel free to list other kid's stores in your area within a 1.5 to 3 mile radius:

What shows/markets do you normally attend?

Sizes your store caters to: Girl _____ to _____ Boy _____ to _____ Men's Women's
Does your store carry: Apparel Shoes Accesories Gift Items Other _____
Price Point: High End Mid to High Moderate

For Office use Only

Send info via: _____

TC: Follow up date: _____

Entered in SX: _____

LOS ANGELES
110 E 9TH ST. SUITE A672
LOS ANGELES, CA 90079
213-489-7908

DALLAS
2050 STEMMONS FWY SUITE 8088
DALLAS, TX 75207
213-489-7908

ATLANTA
75 JOHN PORTMAN BLV. NW SUITE 13S336A
ATLANTA, GA 30303
404.360.4646

NEW YORK
209 W 38TH ST SUITE 1201
NEW YORK, NY 10018
917-703-860

inplay

NO PRESELLING PLEASE.

HERE ARE A FEW REASONS WHY WE KINDLY REQUEST YOU PLEASE NOT PRESELL OUR BRANDS.

1) (SHORT) SHIPS HAPPEN.

a. As hard as it is to understand, sometimes the factory short ships us product, which in turn we are forced to short ship you. The last thing we want is for you to offer a style we all end up being shorted on that you can't ship your customers and for those customers to blame you for the inconvenience.

2) PRODUCTION MAY VARY.

a. Believe it or not, sometimes production varies slightly from our samples, which again may (or may not) be a disappointment to you or your customers, but nonetheless, we'd rather not disappoint anyone as that is a horrible feeling.

3) THANKS NEIGHBORHOOD SHOPS!

a. Some of brick & mortar stores have been affected by pre-sellers in a negative way. As they patiently wait for their orders to surprise their regular customers, it is a bummer to have a product they are excited about to pop up online before they get their order and spoil the surprise by getting styles out there before they are able to use it as a draw to bring people in. I hope you understand.

4) SHAME ON THE KNOCK OFF'S...

a. Lastly there are a few uncreative and sneaky people out there that like to knock off our brands (usually in a poor manner) and we feel that if they are going to copy, than should at least wait until our customers are in full swing of sales before they get to copy an original and possibly sell to people we may not necessarily want selling our stuff (if you know what I mean).

WE APPRECIATE YOUR UNDERSTANDING, BUT MOST OF ALL YOUR PARTNERSHIP WITH OUR BRANDS & SHOWROOM.



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