



VIP RETAILER Qualification Form

Deadline date is December 16, 2005

**** **One** form per company is required. All questions must be completed. ****

Company: _____

Contact Name: _____

Business Title: _____

Address: _____ **Ste:** _____

City: _____ **State:** _____

Country: _____ **Country/Zip Code:** _____

Telephone: _____ **Fax:** _____ **Email:** _____

1. What is your company's primary business activity?

Retail:

- | | | |
|--|--|---|
| <input type="checkbox"/> Consumer Electronics Store | <input type="checkbox"/> Mass Merchandiser | <input type="checkbox"/> Importer/Exporter |
| <input type="checkbox"/> Computer Hard /Software | <input type="checkbox"/> Department Store | <input type="checkbox"/> Online Retailer |
| <input type="checkbox"/> Video Store | <input type="checkbox"/> Book Store | <input type="checkbox"/> Mail Order/Catalog |
| <input type="checkbox"/> Discount, Warehouse, Price Club | <input type="checkbox"/> Superstore Chain | <input type="checkbox"/> Toy, Hobby |

Retailers: how many retail locations do you have? _____

Manufacturer:

Distributor/Wholesaler

Distributors: how many companies do you service? _____

2. What hardware platforms do you purchase titles for?

- | | |
|---|---|
| <input type="checkbox"/> Sony PlayStation 2 | <input type="checkbox"/> PC |
| <input type="checkbox"/> Nintendo GameCube | <input type="checkbox"/> Hand-held games (PSP, Gameboy) |
| <input type="checkbox"/> Microsoft Xbox | <input type="checkbox"/> Other Mobile Platforms |
| <input type="checkbox"/> Online | Other: _____ |

3. What types of interactive titles do you purchase?

- | | | |
|--|---|---|
| <input type="checkbox"/> Business | <input type="checkbox"/> Games-Action | <input type="checkbox"/> Reference |
| <input type="checkbox"/> Education | <input type="checkbox"/> Games-Adventure/Role Playing | <input type="checkbox"/> Special Interest |
| <input type="checkbox"/> Edutainment | <input type="checkbox"/> Games-Simulation | <input type="checkbox"/> Music |
| <input type="checkbox"/> Information/Digital | <input type="checkbox"/> Games-Sports | <input type="checkbox"/> Movies |

4. Approximately how much does your company spend annually on interactive entertainment software and related products?

- 1) less than \$10 million
- 2) \$10 million - \$59.9m
- 3) \$60 million – \$99.9m
- 4) \$100 million - \$499.9m
- 5) \$500 million - \$999.9m
- 6) over \$1 billion

5. Approximately what are your companies' gross annual sales for interactive software and related products?

- 1) less than \$10 million
- 2) \$10 million - \$59.9m
- 3) \$60 million – \$99.9m
- 4) \$100 million - \$499.9m
- 5) \$500 million - \$999.9m
- 6) over \$1 billion

6. Do you sell peripherals? ☐ Yes ☐ No

7. Your primary buyer's role here at E3 is directly involved in:

- 1) purchasing products
- 2) recommending or specifying products
- 3) evaluating the products and brands

8. How many company employees plan to attend E³ 2006? _____

Submit your company's completed application by:

- 1) Scanning to slevecque@e3expo.com or
- 2) Faxing to 760-891-0732 (no cover sheet is necessary).

All qualified retailing companies will be sent an email invitation by the end of January to the main contact person listed on the front of this form. You'll receive a new username and password allowing you access to the VIP Retailer website for registration, travel/housing forms and on-site show/VIP lounge information.

DON'T FORGET – You'll register all the VIP buyers through this program – do not register online through the main registration site.

Thank you for your interest in the E³ VIP Retailer Program. If you have any questions, please contact Suzanne Levecque at slevecque@e3expo.com.