



## VIP RETAILER Qualification Form

**Deadline date is January 2, 2004**

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

**Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Ste:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

(circle or check where appropriate)

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

- |                                  |                   |                    |
|----------------------------------|-------------------|--------------------|
| Consumer Electronics Store       | Catalog Showroom  | Superstore Chain   |
| Computer Hardware/Software Store | Mass Merchandiser | Mail Order/Catalog |
| Video Store                      | Department Store  | PX or exchange     |
| Discount Warehouse               | Bookstore         | Online Retailer    |
| Toy, Hobby Store                 | Record Store      | Importer/Exporter  |
| Distributor/Wholesaler           |                   |                    |

2. Check all interactive titles that your company carries.

- |                                       |   |   |  |
|---------------------------------------|---|---|--|
| <input type="checkbox"/> Action Games | <input type="checkbox"/> Edutainment      | <input type="checkbox"/> Children's     | <input type="checkbox"/> Information/Digital |
| <input type="checkbox"/> Music        | <input type="checkbox"/> R/P Games        | <input type="checkbox"/> Reference      | <input type="checkbox"/> Special Interest    |
| <input type="checkbox"/> Movies       | <input type="checkbox"/> Simulation Games | <input type="checkbox"/> Business       | Other _____                                  |
| <input type="checkbox"/> Education    | <input type="checkbox"/> Sport Games      | <input type="checkbox"/> Strategy Games | _____  |

3. **Retailers:** how many retail locations do you have? \_\_\_\_\_

**Distributors:** how many outlets do you serve? \_\_\_\_\_

4. What does your company spend annually on interactive entertainment software & related products?

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

What are your companies' gross annual sales for interactive software?

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

5. What hardware platforms does your company carry?

☐ Sony      ☐ Microsoft      ☐ Other Mobile Platforms      ☐ Online:  
☐ Nintendo      ☐ Hand-held games      ☐ PC-CD-DVD      Other: \_\_\_\_\_

6. Do you sell peripherals?    Yes      No

7. Your buyer's role 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 E<sup>3</sup> 2004? \_\_\_\_\_

9. Please complete the following sentence: (circle appropriate number)

E3Expo is the only annual opportunity to:

1. first time attending
2. get a first hand look at the newest products
3. have a chance to formally meet with the industry leaders
4. gage the reaction/buzz for merchandising purposes
5. spot/forecast the overall industry trends
6. all of the above
7. other \_\_\_\_\_

10. Why do you believe E3Expo is so valuable for you to attend this year? \_\_\_\_\_  
\_\_\_\_\_

**Fax completed application to 760-891-0732 (no cover sheet is necessary).**

All qualified retailing companies will be sent an email invitation by the end of January. You'll receive a username and password which allows you access to the VIP Retailer website for registration, travel/housing forms, and for on-site show/VIP lounge information.

Thank you for your interest in the E<sup>3</sup> VIP Retailer Program.