

TenderCard™ Application

Merchant Profile (required)



DBA Name _____
Legal Name _____
Location Address _____
City _____
State _____ Zip _____
Contact Name _____
Phone _____
Fax _____
Email _____

Business Type (SIC Code) _____
Products/Services Sold _____
Billing Address (if different than location) _____
☐ Same as location ☐ Other (see below)
Address _____
City _____
State _____ Zip _____
Phone _____
Fax _____

Program Setup (required)

Program Type (required)

☐ Gift Only ☐ Loyalty Only ☐ Gift and Loyalty

Merchant Setup (select A, B or C)

A) ☐ **Single Location** For Multi-Location and Association setup ►

Initial Setup Fees (required)

Starter Kit With Cards Includes:

Cards, gift card envelopes, a point of purchase display stand, window decals, a program quick reference guide, product catalog, program download & proof design/plate fee.

Type of Cards (no. in Starter Kit) \$Ground Shipping/Handling:

☐ Pre-designed (25) \$8.95 s/h ☐ 1color Custom (500) \$23.50 s/h
☐ Pre-designed (100) \$13.50 s/h ☐ 4color Custom (250) \$19.50 s/h
☐ 1color Custom (100) \$13.50 s/h ☐ 4color Custom (500) \$23.50 s/h
☐ 1color Custom (250) \$19.50 s/h ☐ 4color Custom (1,000) \$32.50 s/h

Starter Kit Total (carry over to Product Order Form): \$ _____

Monthly Processing Fees (required)

Hosting Fee: ----- \$ _____ /month

Transaction Fee: ----- \$ _____ /each

Upon Reorder (required)

Pre-designed Card Reorder: ----- \$ _____ /card

1color Custom Card Reorder: ----- \$ _____ /card

4color Custom Card Reorder: ----- \$ _____ /card

Sleeve Reorder: ----- \$ _____ /sleeve

Equipment (required)

Equipment Use: ☐ TenderCard Only ☐ TenderCard + Credit Card

Connection: ☐ Dial Up (default) ☐ IP

Equipment Type: _____

Signatures and Acknowledgement (required)

I authorize TenderCard to initiate ACH entries to the account provided on the attached voided check for all fees and charges incurred subject to, and as defined within this Application. Fees include, but are not limited to product orders, monthly hosting and transaction fees. I understand that if for any reason TenderCard receives a return for unavailable funds that I am subject to a \$25.00 reject fee.

AFFIX CHECK(S) BEARING ABA ROUTING AND ACCOUNT NUMBERS FROM WHICH FUNDS ARE TO BE TRANSFERRED

By signing below, signer hereby states that he/she is an authorized signer and all information is accurate and complete. Further, merchant agrees to and accepts the ACH Agreement and all Terms & Conditions as set forth within this Application, receipt hereby acknowledged. The effective date of this agreement is, the _____ day of _____ in the year _____, between TenderCard and the above named Merchant.

Merchant Signature _____

Printed Name/Title _____

Sales Agent Signature _____ TenderCard Reseller ID _____

Printed Agent Name _____ Agent ID _____

Sales Agent Email _____ Sales Office _____

Merchant appoints TenderCorp, LLC dba TenderCard™ and/or its Affiliates, to provide a point of sale gift and/or loyalty program and any related equipment and services, subject to "Terms and Conditions" as described herein. Merchant acknowledges that these Terms and Conditions shall define their contract with TenderCard and/or its Affiliates for the duration of their relationship. Application and/or agreement(s) is/are assignable by TenderCard.

Delivery: Cards will be shipped as ordered within 3 to 15 business days from the time TenderCard receives Merchant's approval of artwork (Proof). Delivery time may vary based upon quantity, type of cards ordered and shipping method.

Terms And Conditions: Merchant acceptance of all terms of the Agreement is an express condition of TenderCard's obligation to Merchant and TenderCard reserves for itself sole discretion to determine if Merchant has complied with the Terms and Conditions of this Agreement. All Terms and Conditions of this Agreement may be changed by TenderCard upon ten (10) business days written notice. Such changes will supersede any previous Terms and Conditions. This Agreement constitutes the entire Agreement between Merchant and TenderCard with respect to the subject matter hereof, and supersedes any prior Agreement, oral or written, between Merchant and TenderCard and/or its representative(s). Merchant agrees that the failure by TenderCard to enforce any Terms or Conditions of this Agreement is not a waiver of any terms and conditions herein contained.

Notice: Any notice to TenderCard, including but not limited to change of ownership, changes to bank account(s) on file or cancellation, must be submitted in writing via email, fax or mail to the numbers/addresses specified at the bottom of this page.

Artwork: Artwork submitted by or created for Merchant may be used by TenderCard and/or its affiliates in marketing, advertising or in any other medium.

Term Of Agreement: Term Of Agreement: The initial term of this Agreement shall commence on the effective date, and shall continue for two (2) years; thereafter it shall automatically and continually renew for a period of one (1) year.

Termination of Agreement: In order to terminate this Agreement with no penalty Merchant must give TenderCard written notice of intent not to renew in the form of a signed and returned "TenderCard Indemnification Form" no more than thirty (30) days prior to such termination and no later than five o'clock p.m. (ET) on the anniversary date of the original effective date, as defined in the "Term of Agreement" at the address, fax, or email listed on the bottom of this page. Termination prior to the end of the initial 2 year term, is subject to an Early Termination Fee of \$250.00. This fee is collected in addition to any monthly processing fees or supplies purchased. Termination after the initial two year term, is subject to remaining hosting fees for the balance of that 1 year term and will be accelerated and ACH'd immediately. Termination prior to deployment of gift/loyalty supplies and/or download will result in no refund of any monies collected, however no further fees will be assessed. TenderCard may terminate this Agreement during any term for any reason and without any penalty or liability by giving Merchant written notice at least thirty (30) days prior to such termination.

Indebtedness: Should Merchant not satisfy any debt or obligation to TenderCard or an Affiliate, TenderCard or TenderCard's portion of debt to an Affiliate, based upon contracts and/or agreements between Merchant, TenderCard and/or Affiliate, such as outstanding and unpaid balances to TenderCard, such debt is subject to 1 1/2% interest per month as herein described; and Merchant's services shall be subject to immediate interruption.

Method Of Payment: Upon execution of this Agreement by Merchant's authorizing signature, Merchant agrees to make

payment in full for fees and/or indebtedness to TenderCard via electronic transfers recurring monthly from its designated bank account, and therefore authorizes its bank to charge such funds and to pay to TenderCard (or its' assignees) any such amounts.

Terms Of Authorization: The authorization to charge Merchant's bank account is the same as if Merchant had personally signed a check to TenderCard. This authorization will remain in effect until 1) written notification to TenderCard to end this agreement and a reasonable amount of time to act; or 2) TenderCard sends Merchant written notice that this Agreement will end in ten (10) business days. A record of payments will be included in Merchant's regular bank statement.

Venue: This Agreement shall be interpreted under the laws of the Commonwealth of Massachusetts. Applicant agrees that the venue for the enforcement of the terms and conditions of this Agreement shall be Barnstable County, Massachusetts.

Limitation of Liability: Notwithstanding anything in this Agreement to the contrary, in no event shall TenderCard, its Affiliates or its directors, officers, employees, agents or subcontractors be liable under any theory of tort, contract, strict liability or other legal theory for lost profits, lost revenues, lost business opportunities, exemplary, punitive, special, incidental, indirect, or consequential damages, each of which is hereby excluded by agreement of the parties, regardless of whether such damages were foreseeable or whether any party or any entity has been advised of the possibility of such damages.

Association (Master Account) Funding: The Master Account is responsible for holding all funds for activated cards via a Funding Account owned by the Master Merchant. This Funding Account is used for the express purpose of disbursing funds to Participating Merchants of this program. TenderCard will initiate an ACH debit (sweep) of the Participating Merchant Accounts daily and credit the Funding Account. Based on the funds transfer frequency, as authorized within this Agreement, TenderCard will initiate an ACH credit to Participating Merchants as activated cards are redeemed.

Association (Participating Merchant) Funding: The Master Account is responsible for holding funds for all activated cards. TenderCard will initiate an ACH credit to the Participating Merchant's bank account for cards redeemed; and such ACH credit will occur in accordance with the funds transfer frequency as authorized within this Agreement and chosen by the Master Account.

Multi Location Chain Merchant: Location that issues a card holds that card balance in their bank account for the life of the card. When a card is redeemed, other than the Issuing Location, TenderCard will initiate an ACH debit to the Issuing Location and credit the Redeeming Location. When a card is reloaded, other than the Issuing Location, TenderCard will initiate an ACH debit to the Reloading Location and credit the Issuing Location. These ACH movements are based on the funds transfer frequency as authorized within this Agreement and chosen by the Headquarters Location.

Closing Of Chain Merchant: If a location closes and has outstanding card balances, those balances will be transferred to the designated headquarters location. Headquarters and Closing Location assumes responsibility for transferring funds. TenderCard accepts no responsibility for transferring these funds.

TenderCard™ Product Order Form

1color pre-design - 100 card minimum ▶ For multiple seasonal card designs, please use the TCSeasons Order Form



Template Design

- | | | | | | |
|--|--|--|---|--|---|
| <input type="checkbox"/> TMP00 Classic | <input type="checkbox"/> TMP06 Digital | <input type="checkbox"/> TMP12 Rustic | <input type="checkbox"/> TMP18 Golf | <input type="checkbox"/> S01 Holiday Friends | <input type="checkbox"/> S07 Celebrate |
| <input type="checkbox"/> TMP01 Gift Card 1 | <input type="checkbox"/> TMP07 Oval | <input type="checkbox"/> TMP13 Grapes | <input type="checkbox"/> TMP19 Sportsman | <input type="checkbox"/> S02 Snowflakes | <input type="checkbox"/> S08 Love |
| <input type="checkbox"/> TMP02 Gift Box | <input type="checkbox"/> TMP08 Bamboo | <input type="checkbox"/> TMP14 Southwest | <input type="checkbox"/> TMP20 Coffee | <input type="checkbox"/> S03 Snowman | <input type="checkbox"/> S09 Heart |
| <input type="checkbox"/> TMP03 Gift Wrap | <input type="checkbox"/> TMP09 Rectangle 2 | <input type="checkbox"/> TMP15 Floral | <input type="checkbox"/> TMP21 Audio | <input type="checkbox"/> S04 Christmas | <input type="checkbox"/> S10 Moms |
| <input type="checkbox"/> TMP04 Gift Card 2 | <input type="checkbox"/> TMP10 Columns | <input type="checkbox"/> TMP16 Nautical | <input type="checkbox"/> TMP22 Automotive | <input type="checkbox"/> S05 Happy Birthday | <input type="checkbox"/> S11 Dads |
| <input type="checkbox"/> TMP05 Rectangle | <input type="checkbox"/> TMP11 Daisy | <input type="checkbox"/> TMP17 Flames | <input type="checkbox"/> TMP23 Salon | <input type="checkbox"/> S06 Congratulations | <input type="checkbox"/> S12 Graduation |

Seasonal Designs

Card Color

- | | | | | | | |
|--------------------------------|---------------------------------|-------------------------------|--------------------------------|------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> Copper | <input type="checkbox"/> Gold | <input type="checkbox"/> Green | <input type="checkbox"/> Red | <input type="checkbox"/> Silver | <input type="checkbox"/> White |
|--------------------------------|---------------------------------|-------------------------------|--------------------------------|------------------------------|---------------------------------|--------------------------------|

Font Selection

- | | | | | |
|----------------------------------|--|-------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> HI-TECH | <input type="checkbox"/> ENGRAVERS | <input type="checkbox"/> Harrington | <input type="checkbox"/> Old English | <input type="checkbox"/> Poor Richard |
| <input type="checkbox"/> Bauhaus | <input type="checkbox"/> French Script | <input type="checkbox"/> Myriad | <input type="checkbox"/> Papyrus | <input type="checkbox"/> Times |

Template and Font Color

- | | | | |
|--------------------------------|---|---|--------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> Gold (metallic foil) | <input type="checkbox"/> Silver (metallic foil) | <input type="checkbox"/> White |
|--------------------------------|---|---|--------------------------------|

Text

Text Justification

- ☐ Left ☐ Center ☐ Right ☐ See Custom Artwork

Information to Appear on Cards

Line 1 _____

Line 2 _____

Line 3 _____

Line 4 _____

Line 5 _____

OR

- ☐ Information included in custom artwork

Card Back

- ☐ Standard TenderCard Back ☐ Custom Back (Add'l Fees Apply)

Artwork/text for custom back can be emailed to artwork@tendercard.net

1color custom & 4color custom

Order Type

- ☐ 1color custom 100 card min. ☐ 4color custom 250 card min.

Artwork (specifications @ www.tendercard.net)

- ☐ Email Digital File (artwork@tendercard.net) ☐ Mail Camera-Ready Art (address at bottom of page)

Card Color (1color custom orders only)

- ☐ Black ☐ Copper ☐ Gold ☐ Green ☐ Red ☐ Silver ☐ White

Ink Color (1color custom orders only)

- ☐ Black ☐ Gold ☐ Silver ☐ White

Additional Point of Sale Items

Description	Unit Price	Quantity	Cost
Window Decal	\$ /ea		
Counter-top stand	\$ /ea		

Refer to your Product Catalog for details.

Point of Sale Total ▶

Pre-loaded Cards

Total Number of Pre-Loaded Cards: _____

Card Value 1	Card Value 2	Card Value 3	Card Value 4
\$ _____ (value)	\$ _____ (value)	\$ _____ (value)	\$ _____ (value)
# _____ (cards)	# _____ (cards)	# _____ (cards)	# _____ (cards)

Shipping Information

Proofs are emailed from giftcardproof@imatts.com

Email proof(s) to (REQUIRED):

- 1) _____
- 2) _____

Ship order to (if different than merchant location):

- ☐ Residential (add \$5.00 to Shipping Total ▶▶)

Shipping & Handling
See "Type of Cards" on page 1 for Ground Shipping cost. Additional items or faster shipping will incur additional charges. Call for quote.

- ☐ Ground \$ _____
- ☐ 2nd Day \$ _____
- ☐ Next Day \$ _____

Shipping Total ▶

Total Quantity to Ship

(Starter Kit + additional quantity ordered)

Cards ▶

Sleeves & Envelopes ▶

Amount Due

(From Page 1) Starter Kit ▶

(From Page 1) A La Carte ▶

(From this form) Point Of Sale ▶

(From this page) Shipping ▶

(Massachusetts only) Sales Tax ▶

Grand Total ▶

Card Change Fees

Fees apply each time change(s) are requested regardless of whether a new proof is generated.

Pre-Designed Card: \$35.00 • Custom Card Front: \$75.00 • Custom Card Back: \$75.00

By signing below, Merchant confirms accuracy of all information.

Signature: _____ Date: _____



So I've got these gift cards now what?

On average, if you sell 5 gift cards per month the program pays for itself. Here are some great ways for you to get the most out of your gift card program.

Talk up your gift card program to customers

The single easiest thing you can do to sell more gift cards is to ask your customers if they want one. Think of the huge fast food restaurants, they always ask if they can "supersize it" or if you "want fries with that." The post office asks if you need delivery confirmation or extra stamps. These methods are so successful because you're already talking to a buying customer with their wallet in hand; the hard part's been done!

Train your employees to ask "Would you like to buy a gift card today?" or "Mother's Day is coming up so we're offering a 10% discount on all gift cards this month." You'll be surprised how many people take you up on the offer!

Use your gift cards to increase store traffic

Give two pre-loaded \$5.00 gift cards to a new customer; one for them to use on their next visit, the other for them to give a friend. Chances are this will create at least one new regular customer.

Remember ALL the holidays and occasions

There are more reasons to give gift cards than just the winter holidays. Birthdays account for more annual gift card sales than Christmas and they're the second most common gift for graduations behind only cash.

Don't give refunds, give gift cards

If a customer is unhappy with a product or service, avoid refunding their money outright. This takes money out of your drawer and gives it to a customer that likely won't return. Load that value onto a gift card instead.

55% of cardholders spend more than the card's value... 33% more (lift).

So if your average ticket is \$105.15 and you have 10 customer disputes in a year:

Roughly 6 "unhappy" customers will return and spend a total \$139.85 for a lift of \$34.70.

The other 4 will probably at least return to redeem their card; giving you the opportunity to show them how great your business *really* is!

We have tons of ideas...
www.tendercard.net - 800.383.8280