

## **GETTING STARTED IN YOUR SIMON MALL JUST GOT EASIER**

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- ❑ **Kiosks**
  - ❑ Creations at Dallas
  - ❑ Kiosko
  - ❑ TL Horton
- ❑ **Fixtures**
  - ❑ Creations at Dallas
  - ❑ Kiosko
  - ❑ Signature Sign Design & Displays
  - ❑ The Michael Group, Inc.
  - ❑ TL Horton
- ❑ **Cart Stools**
  - ❑ Barstools Unique Furnishings
  - ❑ OfficeMax
  - ❑ The Michael Group
- ❑ **Padlocks**
  - ❑ OfficeMax
- ❑ **Signage**
  - ❑ Signs Now
  - ❑ Signature Sign Design
- ❑ **Tarps/Security Enclosures**
  - ❑ Creations at Dallas
  - ❑ Kiosko
  - ❑ The Michael Group
  - ❑ TL Horton
- ❑ **Insurance**
  - ❑ Shahinian
- ❑ **Office Supplies**
  - ❑ Office Max
- ❑ **Background Screening**
  - ❑ ScreenNow by ChoicePoint
- ❑ **On Demand Junk Removal**
  - ❑ 1-800-Got-Junk
- ❑ **Secret Shopping**
  - ❑ Customer Service Experts
- ❑ **Infrared Scanning**
  - ❑ Predictive Service Corp.
- ❑ **Express & Overnight Mail**
  - ❑ DHL
- ❑ **Shipping & Transportation**
  - ❑ FreightPro
- ❑ **Lighting**
  - ❑ Osram Sylvania
- ❑ **Cleaning Supplies**
  - ❑ Afflink
  - ❑ OfficeMax
- ❑ **Credit Card Processing & Equipment**
  - ❑ Alliance Financial Services Inc. (AFS)
  - ❑ Cardware
- ❑ **Cash Registers**
  - ❑ OfficeMax
- ❑ **Employee Apparel**
  - ❑ Metro Printed Products
  - ❑ The Michael Group
  - ❑ The Uniform House
  - ❑ Uniformity
- ❑ **Printing and Packaging**
  - ❑ Metro Printed Products
  - ❑ The Michael Group

## GETTING STARTED IN YOUR SIMON MALL

### Checklist for Kiosk and Cart

The Checklist below has been created to help guide you through the steps necessary for successfully opening your business.

#### **Kiosk Owners Start Here:**

##### **80 Days Prior to Opening:**

- Contact Mall to discuss leasing opportunities, concept, location and specifications including material requirements and center criteria.
- Submit preliminary kiosk design.
  - See Vendor Listing**
- Meet with Short-term Leasing Rep. to discuss design and make any changes.
- Contact architect to make any necessary changes and complete a final architectural drawing with materials board and color palette.

##### **70 Days Prior:**

- Submit 3 sets of architectural drawings along with electrical to Mall Management Office.

##### **60 Days Prior:**

- Kiosk design approved.
- Obtain county or city permits. In most cases, you cannot get permits without approved/signed lease documentation.
- Obtain leasing letter from Mall Management Office.
- Execute lease agreement.
- Contact insurance company and have evidence of insurance faxed to mall office.
  - See Vendor Listing**

#### **Cart Tenants Start Here:**

##### **30 - 45 Days Prior :**

(Completed Application accepted, lease terms agreed upon):

- Contact Short-term Leasing Rep. to discuss concept and location.
- Decide which merchandising fixtures you might want to add to your supplied cart.
  - See Vendor Listing**

#### **Cart or Kiosk Tenants continue with these steps:**

##### **30 - 45 Days Prior :**

- Execute lease agreement if you have not completed this step.
- Contact insurance company and have evidence of insurance faxed to mall office *if you have not completed this step.*
  - See Vendor Listing**
- Contact county/state for licenses and permits *if you have not completed this step. Determine what follow-up inspections are needed.*
- Contact visual merchandiser (where available) to set up appointment.
- Provide a copy of your "Customer Return Policy" that is posted on your cart or kiosk to the Mall Management Office.
- Purchase cash register, register tape, light bulbs, shopping bags, price tags, price gun, office supplies, stools, etc.
  - See Vendor Listing**
- Purchase credit card machine, set up account.
  - See Vendor Listing**

- Hire employees, place ad in newspaper
  - See Vendor Listing**
- Contact Mall Marketing to put ad on website
- Order merchandise
- Submit refund policy wording to Mall Management *if you have not completed this step.*
- Review with Mall Management to coordinate installation and delivery of your fixture.
  - See Vendor Listing**

##### **Cart Tenants Only**

- Purchase padlocks for cart
  - See Vendor Listing**

##### **20 Days Prior (Lease Fully Executed):**

- Complete Visual Merchandising packet and appointment.
- Contact telephone company
  - (see Local Utility Tab)
- Deliver pre-paid rents and/or security deposit if applicable.
- Deliver Insurance Certificate.
- Deliver Occupational License.
- Contract and Purchase fixtures agreed upon by Visual Merchandiser and tenant.
  - See Vendor Listing**

##### **10 Days Prior:**

- Final date for all paperwork, lease, insurance, business licenses, etc. turned in to office.
- Employees hired and trained.
- Coordinate between security, mall management, your shipping vendor and installation vendor to make sure all the details are in place for move-in.
  - See Vendor Listing**
- Check permits and schedule post installation inspections.
- Reserve electrician to complete installation (if needed).

##### **5 Days Prior:**

- Confirm move-in date and time with Mall Management Office.
- Pay rent.
- Sign contract with Security for officer during move-in.

##### **Cart Tenants Only:**

- Ensure fixtures will be completed for move-in.

##### **Night before for Cart Tenants Only:**

- Merchandise cart/kiosk.
- Include Tarp Instructions for employees.
- Install sign.
- Host a cleaning party!

##### **OPENING DAY:**

- Short-term Leasing Representative, Visual Merchandiser (where available) and Tenant do final "fluff" of kiosk and/or cart prior to opening.

## GETTING STARTED IN YOUR SIMON MALL

### Checklist for In-Line As Is and In-Line Build-Out

The Checklist below has been created to help guide you through the steps necessary for successfully opening your business.

#### **In-Line (Build-Out) Start Here:**

##### **120 days prior to Opening:**

- Submit prospective tenant application to Mall Management Office.
- Application with pictures, samples and business plan reviewed.
- Agree to terms for un-built space and location.
- Design store layout and storefront and review with contractor and Short-term Leasing Representative.

##### **90 days prior:**

- Obtain executed lease agreement/permits and finalize drawings.
- Order storefront sign.
  - See Vendor Listing**

##### **60 Days Prior:**

- Meet with Visual Merchandiser (where available).
- Contact insurance company, have evidence of insurance faxed to mall office.
  - See Vendor Listing**
- Provide complete checking account information and a copy of your Customer Return Policy that will be posted in your store to the Mall Management Office.
- Provide Mall Management Office with a copy of your picture ID.

#### **In-Line Space Tenant with Space "As Is" Start Checklist At This Point Space Should be Ready in 30 Days**

*In-Line (Build-Out) Tenants continue with these Steps:*

##### **60 Days Prior:**

- Order Merchandise and make shipping arrangements.
  - See Vendor Listing**
- Submit application to Mall Management Office for concept and begin lease negotiations.

##### **30 Days Prior:**

- Contact county/state for Occupational License
- Contact Mall Marketing Director to put ad on website.
- Purchase cash register, register tape, shopping bags, price tags, price gun, office supplies, fixtures.
  - See Vendor Listing**

- Purchase credit card machine and set-up account.
  - See Vendor Listing**
- Hire employees, place ad in newspaper.
  - See Vendor Listing**

##### **As-Is Space Tenant Only:**

- Have an executed Lease Agreement.
- Contact insurance company and have insurance faxed to mall office.
- Contact Mall Operations Director if structural work must be done to space.
- Meet with Visual Merchandiser (where available).

##### **20 – 15 Days Prior:**

- Deliver the following to the Mall Management Office:
  - Insurance Certificate
  - Copy of Occupational License
  - Pre-paid Rents
  - Security Deposit
- Order Store-front signage.
  - See Vendor Listing**
- Contact telephone, electric and water companies.
  - See Utility Recommendations**
- If applicable, contact Gas company, have space put in name.

##### **10 - 5 Days Prior:**

- All paperwork, lease, insurance, business licenses, rent, etc. must be turned in to office if not already done.
- Schedule final walk through for permits with contractor.
- Sign contract with Security for officer during move-in.
  - See Vendor Listing**
- Employees hired and trained.

##### **As-Is Space Tenant Only**

- Contact security to set up move-in procedures.
- Obtain keys and begin setup of space.
- Deliver merchandise and fixtures to space.
- Begin merchandising.
- Install Store-front signage.

##### **OPENING DAY:**

Leasing Representative, Visual Merchandiser (where available) and Tenant do final "fluff" of space prior to opening.

# GETTING STARTED IN YOUR SIMON MALL

## Kiosk Criteria

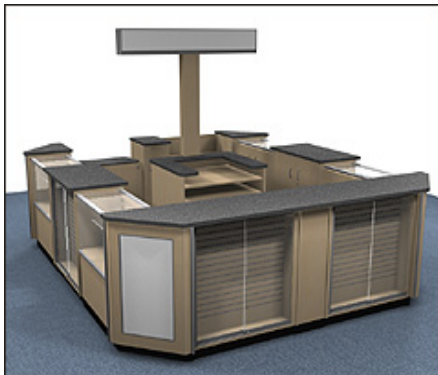
**In order to achieve a cohesive mall environment**, it is imperative that all mall amenities be treated in the same design theme and coloration. This is true not only for the mall amenities and carts, but also for Simon's kiosk tenants. With this goal in mind, we have established some criteria that will assist you in selecting a kiosk that meets the approved standards of this Simon mall.

The guidelines reflected below follow the current Simon Property Group requirements for kiosk design and have been written and approved by Simon and kiosk vendor, Kiosko, Inc. These criteria must be followed closely to conform to mall standards.

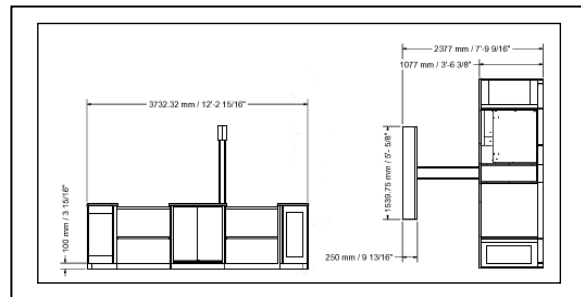
**Please note:** deviation from these design criteria requirements may be considered by the Landlord with modifications based on tenant merchandise, local guidelines and/or space limitations being the factors for this consideration.

### Kiosk Criteria:

- Must have final approval** by a Tenant Coordinator. Submittal Packs must include:
  - Elevations showing all kiosk dimensions
  - Color drawing, rendering or photograph of design
  - Material finish samples of cabinet, countertop and toe spaces
  - Planogram showing display and merchandising scheme
  - Sign elevation, sections and details
  - Electrical plans and load calculations
  
- Must be an open concept** without obstructing sight lines through the mall.
  - Total height is 8' AFF including overhead signage
  - Total cabinet height is 42"
  - Total corner height is 60"
  - 4-6" toe spaces
  
- Must be made of approved materials** complete with protected edges, UL certification and durable craftsmanship.
  - Cabinets are generally glass showcases made of wood grains, powder-coated materials and natural stone materials.
  - Countertops are solid surface materials such as metal and Corian® type solid surface, high-pressure laminates and natural stone.
  - Toe spaces are made with durable non-porous materials such as stone, metal or Corian® type solid surface.



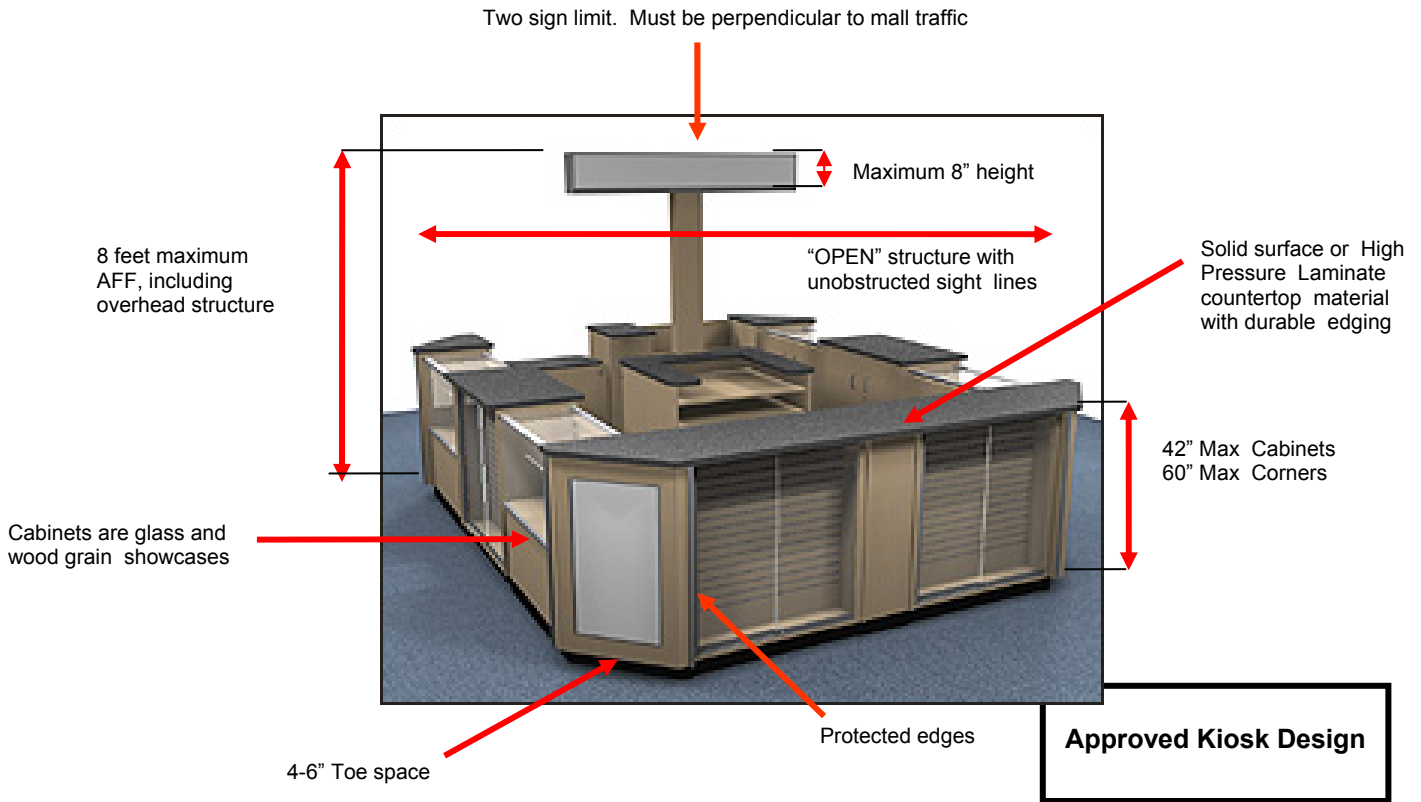
Color drawing / rendering



Elevations showing dimensions  
 Planogram

## GETTING STARTED IN YOUR SIMON MALL

### Kiosk Criteria Outline - Standard



#### Acceptable Kiosk Structures:

- Must be "open"
- Must allow unobstructed sight lines across the kiosk to the mall and stores beyond.
- Additional floor surfaces within kiosk are not allowed
- Tenant must repair or replace scratched or damaged floor finishes.

For more information on kiosk designs, logon to [SimonBiz.net](http://SimonBiz.net) and click on **KIOSKS & KIOSK SUPPLIES**.

## GETTING STARTED IN YOUR SIMON MALL

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### Visual Merchandising Guidelines for Cart

Creative merchandising is the key to a successful Retail Merchandising Unit (cart). To get started, you will be required to meet with the Visual Merchandiser/Short-term Leasing Representative and Mall Manager. Please note that unless previously negotiated, all props and fixtures are the tenant's responsibility.

#### 1. Design and Submission Requirements

- A. Provide the following information to have a productive meeting:
  - 1. list of products;
  - 2. list of prices (wholesale and retail);
  - 3. photos or samples of products.
- B. You will discuss the following in the meeting:
  - 1. fixtures;
  - 2. props;
  - 3. merchandise presentation.

#### 2. Visual Presentation and Merchandising

- A. The Visual Merchandiser/Management Team will review the initial set-up of the merchandise and display package and provide final approval. Please note that you will have to budget some revenue for fixtures and/or props.
  - 1. No changes can be made to the final presentation.
  - 2. No change in the design structure of the RMU is permitted.
  - 3. Merchandise or display fixtures may not be attached to the RMU with nails, glue, screws, bolts, staples, etc.
  - 4. No fixtures, merchandise or stock are allowed on the floor.
  - 5. The mall will provide one (1) director's type chair or stool.
  - 6. All trash, coats, supplies (bags, boxes, cleaning items, etc.) back stock, security enclosure are to be stored inside the unit completely out of sight.
  - 7. Merchandise should be arranged in major categories.
    - a) Arrange merchandise in a natural order by price, color, size, texture, etc.
    - b) Make the customer's selection process as easy as possible.
    - c) Never mix categories.
    - d) Arrange merchandise to make your space look full.
  - 8. The space at eye level, below the canopy top and above the RMU body, is critical. Make your merchandise the focal point.
    - a) Easy product recognition is very important.
    - b) Enhance merchandise with related props or displays.
    - c) Establish a theme.

#### 3. Signage

- A. The mall provides information to tenant for cart signage name.
- B. The name should be related to the product or service being offered and must be approved by the Short-term Leasing Representative.
- C. Names should be interesting, eye-catching and/or unique.
  - 1. Do not use your personal initials as a name.
  - 2. You have 10 seconds to attract the shopper's attention.
  - 3. Whimsy or a play-on-words is a good way to create a name.

# GETTING STARTED IN YOUR SIMON MALL

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## Visual Merchandising Guidelines for Kiosks

The mall does not provide kiosk units, each tenant must provide their own structure. This unit must be approved in advance prior to fabrication and set-up.

The following criteria are required:

### 1. Design and Submission Requirements

- A. Kiosk designs will be reviewed prior to set up and will be approved on a case-by-case basis by Short-term Leasing Representative and/or Mall Manager.
  - 1. Provide photos or detailed drawings of the proposed set-up.
  - 2. Provide color and material information.
- B. If a unit has not been designed previously, refer to the Preferred Vendor listing in this document or visit [simonbiz.net](http://simonbiz.net) for recommended vendors.
  - 1. Visual Merchandiser will create a design.
  - 2. Color, material and dimensions will also be determined.

### 2. General Information

- A. Kiosks are to be fabricated and installed by the tenant and at the tenant's expense.
- B. No changes may be made to the kiosk following installation.
- C. All merchandise must be displayed within the kiosk on approved fixtures.
- D. Any holiday decor, garland, b-lights, additional props, seasonal theme decorations, etc. are strictly prohibited unless added to your unit by the mall office.

### 3. Kiosk Design Requirement

- A. Maximum dimensions of the kiosk shall be **10' wide by 10' long**. Kiosk shall **not exceed 8'** at its highest point.
- B. Overhead canopies and structures are not permitted.
- C. Kiosk shall be freestanding. Penetration of the mall floor is **not** permitted.
- D. Track-type lighting is mandatory for illumination of merchandise. "Goose neck" style lighting is **not** allowed.
- E. Flashing, intermittent, colored or strobe lighting will **not** be allowed.
- F. Design must meet city/county guidelines.

### 4. Kiosk Materials

- A. Prior to set up, the Visual Merchandiser/Short-term Leasing Representative and Mall Manager must give final approval on kiosk materials.
- B. Finishes must complement the finishes within the center.
- C. Lighting fixtures, hardware, sign, and trim and all exposed metal surfaces must be finished to match or complement the mall finishes.
- D. Showcases must have tempered glass.
- E. Must have 4-6" toe kicks.
- F. All exposed laminate edges on the outside of the kiosk must be protected with aluminum, PVC edge banding, solid wood or some other type of durable protection.

### 5. Sign Regulations

- A. A maximum of two (2) signs will be permitted. Each sign must face traffic flow.
- B. The Visual Merchandiser or Mall Manager must approve all signs prior to fabrication and installation.
- C. Sign design and finishes shall be compatible with the kiosk design.
- D. No additional signs or advertising (excluding price points and return and/or exchange policy) may be displayed unless specifically approved.

# GETTING STARTED IN YOUR SIMON MALL

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## Visual Merchandising Guidelines for In-Line

Visual merchandising is the key to a successful in-line space. We strive to make our short-term lease (or temporary) tenants have a permanent tenant look. To assist you in accomplishing this goal, we require that you meet with our Visual Merchandiser. Please note that unless previously negotiated, all costs related to the space design are the tenant's responsibility. The final approval for the opening of the in-line space will be given by the Short-term Leasing Representative or Mall Manager.

### 1. Design and submission Requirements

- A. Provide the following information to have a productive meeting:
  - 1. list of products;
  - 2. list of prices (wholesale and retail);
  - 3. photos or samples of products;
  - 4. photos of your other stores (if you currently have a business).
- B. You will be discussing the following:
  - 1. fixtures;
  - 2. decorative accents;
  - 3. paint colors;
  - 4. room alterations/additions;
  - 5. signage.

### 2. Signage

- A. A photograph or rendering of the storefront sign must be submitted prior to fabrication and installation for approval.
- B. Three-dimensional signs are required.
- C. Back-lit signs are not required, but are preferred.
- D. Banners are not permitted at any time.
- E. In-store signage should not be within 3' of the storefront.

### 3. Fixtures

- A. All fixtures, including counters, must be typical professional store fixtures.
- B. Unfinished fixtures are unacceptable.
- C. All fixtures must be in good condition with no scratches, broken laminate, etc.
- D. All materials are subject to visual merchandiser's approval.

### 4. Opening for Business

- A. Unless you have a back entrance, all fixtures and merchandise must be brought in after the mall closes or before the mall opens.
- B. The store must be completely merchandised prior to opening for business.
- C. Storefront sign must be installed prior to opening for business.

### 5. Store Closing

- A. Tenant will be given three (3) days to completely move everything out of the in-line space when the lease expires.
- B. The store must be in good condition when the tenant moves out.
  - 1. Floor broom cleaned.
  - 2. All stock, fixtures, etc. removed from the store.
  - 3. All fixtures, lights, counters, etc. adhered to the walls, ceiling or floor must remain in the space.
  - 4. Remove storefront sign.



# GETTING STARTED IN YOUR SIMON MALL

## Simon Property Group, Inc. Insurance Requirements

SAMPLE CERTIFICATE OF LIABILITY INSURANCE						DATE (MM/DD/YY) <i>Current Date</i>
<b>PRODUCER</b> <i>INSURANCE AGENCY/COMPANY</i> <i>INFORMATION TO BE ENTERED HERE</i>			THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
<b>INSURED</b> <i>NAME AND ADDRESS OF TEMPORARY TENANT TO BE ENTERED HERE</i>			COMPANIES AFFORDING COVERAGE			
			COMPANY A <b>ALL INSURANCE CARRIERS TO BE SHOWN</b>			
			COMPANY B <i>(Note letter designation on left side of form.)</i>			
			COMPANY C			
			COMPANY D			
<b>COVERAGE</b> THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DB/YY)	POLICY EXPIRATION DATE (MM/DB/YY)	LIMITS	
<input checked="" type="checkbox"/>	<b>GENERAL LIABILITY</b> COMMERCIAL GEN. LIAB. CLAIMS MADE <input checked="" type="checkbox"/> OCCUR. OWNERS' CONTRACTORS PROT.	<b>NOTE 1</b> <i>POLICY NUMBER TO BE ENTERED.</i>	<b>EFFECTIVE DATE TO BE ENTERED.</b>	<b>EXPIRATION DATE TO BE ENTERED.</b>	GENERAL AGGREGATE	\$ 2,000,000.00
					PRODUCTS-COMP/OP AGG.	\$ 2,000,000.00
					PERSONAL & ADV INJURY	\$ 2,000,000.00
					EACH OCCURRENCE	\$ 2,000,000.00
					FIRE DAMAGE (Any one fire)	\$ 1,000,000.00
					MED EXP (Any one person)	\$ 5,000.00
					COMBINED SINGLE LIMIT	\$ 1,000,000.00
<input checked="" type="checkbox"/>	<b>AUTOMOBILE</b> ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS	<b>NOTE 2</b> <i>POLICY NUMBER TO BE ENTERED.</i>	<b>EFFECTIVE DATE TO BE ENTERED.</b>	<b>EXPIRATION DATE TO BE ENTERED.</b>	BODILY INJURY (Per Person)	\$
					BODILY INJURY (Per Accident)	\$
					PROPERTY DAMAGE	\$
					AUTO ONLY - EA. ACCIDENT	\$
					OTHER THAN AUTO ONLY:	
					EACH ACCIDENT	\$
					AGGREGATE	\$
<input checked="" type="checkbox"/>	<b>EXCESS LIABILITY</b> UMBRELLA FORM OTHER THAN UMBRELLA FORM	<b>NOTE 3</b> TO BE COMPLETED IF NOTE 1 IS NOT \$2 MIL & NOTES 2 & 4 ARE NOT \$1 MIL	<b>EFFECTIVE DATE TO BE ENTERED.</b>	<b>EXPIRATION DATE TO BE ENTERED.</b>	EACH OCCURRENCE	****
					AGGREGATE	\$
					WC STATUTORY LIMITS	Statutory
					OTHER	
					EL EACH ACCIDENT	\$ 1,000,000.00
					EL DISEASE - POLICY LIMIT	\$ 1,000,000.00
					EL DISEASE - EA EMPLOYEE	\$ 1,000,000.00
					**** Excess/ Umbrella Limit in an amount satisfactory to meet the requirements of Notes 1,2, & 4	
<b>DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS</b> <p style="text-align: center;"><i>Addendum to cancellation clause: Work Comp 30 days:</i></p> <p style="text-align: center;"><i>Florida Mall Associates, a Florida general partnership, By: Simon Property Group, L.P., a Delaware limited partnership, by: Simon Property Group Inc., A Delaware corporation, Managing General Partner are additional insured with respect to General Liability only with respect to work performed by the name insured:</i></p>						

## GETTING STARTED IN YOUR SIMON MALL

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### Understanding Credit Card Processing and Equipment

In today's economy the acceptance of credit cards represents approximately 70% of all transactions. Not accepting credit cards can force your customers to look elsewhere for a product you sell!

#### Consumer Facts:

- Nearly 1 in every 3 consumer purchases in the United States is made with a payment card—including credit, debit and prepaid products.
- Of every \$100 spent by consumers, nearly \$40 is in a form other than cash or check.
- Consumers carry more than 1 billion Visa cards worldwide—nearly 450 million of those cards are in the United States.
- U.S. Visa cardholders conduct more than \$1 trillion in annual volume.
- The average ticket for Visa purchases is consistently higher than a cash purchase.

Simon Business Network is working with Alliance Financial Services (AFS) and CardWare to offer a credit card processing and equipment solution at affordable rates. Ask yourself these simple questions:

- Have I turned away business because I don't accept credit cards?
- Do I want to offer my customers the convenience of using a credit card for their purchases?
- Do I want to be able to take phone or on-line orders?
- Do you want to reduce the risk associated with accepting checks?
- Am I accepting credit cards today but unhappy with my current rate?

If you answered "yes" to any of these questions, credit card processing is a service you need.

#### About Processing Fees

As with any processor of credit cards, there is a fee associated with each transaction made on a credit card. Fees vary from processor to processor. As you investigate your processor options remember to consider the following:

- Discount rate (a percentage of sales)
- Per-item fees
- Monthly minimums
- Statement fees
- Charge-back processing
- Fees for supplies (e.g., drafts, roll paper, etc.)
- Terminal lease or rental fees

Alliance Financial Services can help you make sense of the fees associated with credit processing as well as assist you in selecting the equipment that fits your business needs. And, by special arrangement with Simon Business Network, AFS offers **immediate savings! Up to \$325\*** on the industry standard fees associated with getting your credit card processing service started!

Simply fill out the *Pre-Application* (see page 16) and fax it to **831-308-8243**.

#### Equipment Solutions Made Easy!








Once you've completed the *Pre-Application*, AFS will contact you to discuss your specific needs. And, because AFS is a full service processor, they can assist you with your credit card terminal needs as well. Alliance Financial Services works directly with Cardware to bring you options for purchasing or leasing equipment at very competitive prices (see page 15 for options and pricing).

**\*Application, extra location, reprogramming and on-site training fees waived.**

## GETTING STARTED IN YOUR SIMON MALL

### Credit Card Processing and Equipment

Providing your customers with convenient options for purchasing their merchandise is key. Many shoppers use debit cards or credit cards in place of cash or checks. Alliance Financial Services Inc. and CardWare offer convenient and affordable credit card processing and equipment solutions.

Equipment Type		Benefits	Purchase Price New	Refurbished Price	Monthly Lease Price		
<b>Omni 3750</b>		Compact design saves counter space	\$429	N/A	\$23		
		Fast 32-bit microprocessor save time					
		14.4 baud modem allows fast communication					
		3MB memory allows value-added applications					
		Easy for staff and customers to use					
		Processes credit and debit cards					
<b>Omni 3200</b>		Compact design saves counter space	\$342	\$277	\$18		
		128 KB memory					
		8-bit microprocessor					
		2400 baud modem					
		Easy for staff and customers to use					
		Processes credit and debit cards					
<b>T7P</b>		Compact design saves counter space	\$339	\$260	\$18		
		512 KB memory					
		Easy for staff and customers to use					
		Processes credit and debit cards					
<b>Tranz 380</b>		8-bit microprocessor	\$384	\$221	\$20		
		256 KB memory					
		1200 baud modem					
				Can be expanded with Printer 250	\$598	\$298	\$31
				Processes credit and debit cards			
<b>Tranz 330</b> Rental Only Requires \$125 Deposit		8-bit microprocessor	N/A	N/A	\$30		
		32 KB memory					
		1200 baud modem					
		Processes credit and debit cards					
		Can be expanded with Printer 250					
<b>Printer 250</b>		Compact design saves counter space	\$213	\$77	\$11		
		Easy-to-change drop-in ribbon cartridges					
		Can be used without ribbon using special paper					
<b>Back-up Kit</b>		Most cost effective insurance policy against equipment downtime	N/A	\$18	N/A		
		Includes imprinter, sales drafts, credit slips and back up instructions					
		To be used with the imprinter plate that arrives with your Welcome Kit					

CardWare offers retailers in Simon malls special savings on equipment and supplies. You pay 10 to 30% less for credit card processing supplies than going to a local office supply store and receive higher quality products. Ordering supplies from CardWare is simple.

**AFS Incorporated**  
**Credit Card Processing**

**Pre-Application**

The information below will assist us in better serving you. Simply complete this pre-application form and fax it to Simon Business Network **831-308-8243**.

**MERCHANT INFORMATION**

Merchant Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

**What is your store type (check all that apply):**

Kiosk     Cart     In-line Shop

**Is your lease:**

Short-term (12 months or less)     Long-term

If you are an existing tenant, do you currently accept credit cards? YES: \_\_\_\_\_ NO: \_\_\_\_\_

Do you currently have store(s) in Simon malls? YES: \_\_\_\_\_ NO: \_\_\_\_\_ How Many \_\_\_\_\_

Do you currently have store(s) in another mall? YES: \_\_\_\_\_ NO: \_\_\_\_\_ How Many \_\_\_\_\_

Merchant Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

What type(s) of processing services are you interested in (check all that apply):

Visa / Master Card                       Check Verification / Guarantee

Debt / Point of Sale ATM               American Express

**MALL INFORMATION**

Location / Number: \_\_\_\_\_

Were You Referred to AFS By Someone at the Mall: By: YES: \_\_\_\_\_ NO: \_\_\_\_\_ If "yes," Who?

Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Comments: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

# GETTING STARTED IN YOUR SIMON MALL

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## Frequently Asked Questions

1. **What are carts, kiosks and in-lines?**

**Cart** – freestanding unit provided by the mall in the common area. Phone jacks and electrical is provided.

**Kiosk** – a unit provided by the tenant – at the tenant’s expense – to be used in the common area. Phone jack and electrical is provided. Mall management must approve design prior to fabrication and installation.

**In-line** – a vacated permanent store with walls and a storefront. Phone line provided; electric service provided is negotiable.

2. **Are there visual requirements?**

Yes. You will be required to meet with our visual merchandiser if one is available on site. If not, the Short-term Leasing Representative or Mall Manager will work with you on your store presentation, fixtures, props, etc.. Final approval will be given by the Short-term Leasing Representative or Mall Manager.

3. **Is fixturing provided?**

Not typically. Fixtures and props are the tenants expense.

4. **Can I take up more than my designated common area space?**

No. All product must remain within the boundaries of your leased space.

5. **Can I attach to the cart?**

No. Absolutely no drilling, taping, hammering, screwing can be done to the unit.

6. **Are cash registers provided?** No.

7. **What do I need to become a tenant?**

- Have a unique concept
- Valid business license/tax I.D. number
- Certificate of Insurance naming the mall as additional insured with the designated limits (see attachment).
- Meet with the visual merchandiser, Short-Term Leasing Representative or Mall Manager to discuss your concept.

8. **What kind of term is offered on the lease?**

It is negotiable – typically a minimum of 3-6 months but no longer than a calendar year.

9. **Do I have to be open all mall hours?** Yes.

10. **Why are rates typically not given over the telephone?**

To give an accurate rate, the application must be reviewed to evaluate what type of space is needed; and what product/service is being proposed.

11. **Can I pick which location I want in the mall?**

The mall staff will make every effort to accommodate location requests. However, please understand that empty spaces may be unavailable due to legal issues or pending deals. Location selection also includes factors like mall merchandise mix, market rates for space, and pending permanent and temporary leasing activity.

This information set forth herein about the Short-term Leasing program is intended for general informational purposes only, and is not a full and complete discussion of all of the terms and conditions applicable to a short-term lease with Simon. You are urged to carefully review the short-term lease in order to determine your legal rights and obligations before entering into a short-term lease. Simon hereby disclaims all responsibility or liability that may be asserted or claimed to arise from your reliance upon the summary information contained herein.