

Email completed applications with required documents (see page 2) to: goldcards@helenbrett.com or Fax to: (331) 481-5760

Gold Card membership benefits: Ability to purchase two guest passes, Specials/promotional offers

- Complete the entire application and submit with all required documents listed on 2nd page for a new card, renewal or replacement.
- Incomplete applications may be denied. **If emailing application, send application and documentation in pdf format.**
- Make your check or money order payable to Helen Brett Enterprises. A \$50.00 fee will be charged for all returned checks.
- We also accept Visa, MasterCard, American Express or Discover Card for applications processed at our Lisle Office.

Business Name _____ Preferred Mailing Address _____

Zip _____ City _____ State _____ Phone # _____ Federal Tax ID # _____

*Maximum of six (6) Gold Cards allowed per company.

*Children under 16 years of age are not permitted.

*We are not responsible for Gold Cards lost in the mail.

*See show dates for application acceptance through this office on 2nd page of this application.

All information requested below is required. Please do not submit an incomplete application.

New Membership - \$40.00 per card	Replacement Card - \$40.00 per card	Renewal - \$20.00 per card. You must still have your card to renew.		
Buyers Print Names exactly as shown on I.D. <u>New Buyers MUST provide I.D. photo copy</u>	Email address Please print clearly	New Card, Renewal, or Replacement	Place Gold Card # (located beneath bar code) here for Renewal.	Position Classification: Owner or Buyer
1				
2				
3				
4				
5				
6				

STORE CLASSIFICATIONS: (Please Check One) "Other" must be related to the industry of the show

1. Antiques	2. Apparel Shop	3. Beauty Salon/Barbershop	4. Book Store
5. Boutique Shop	6. Bridal Shop	7. Grocery Store	8. Candy Shop
9. Card/Party Store	10. Carpet Store	11. Catalogue Showroom	12. Convenience Store
13. Cosmetic Store	14. Craft, Pottery, Jewelry Design	15. Day Spa	16. Department Store
17. Discount/Dollar	18. Drug/Pharmacy	19. Flea Market	20. Florist
21. Framing	22. Furniture Store	23. Furrier	24. Gallery/Studio
25. General Variety	26. Gift Shop	27. Garden Center/Nursery	28. Hardware Store
29. Health & Beauty	30. Home Center	31. Hospital Gift Shop	32. Interior Design
33. Jewelry Store	34. Mail Order	35. Mini Mart	36. Nail Salon
37. Novelty	38. Optical Store	39. Stationery	40. Souvenir Store
41. Variety Store	42. *Other – Describe:	43. Home Demo – Direct Sales	44. Church or School

CHOOSE ONLY ONE ANSWER PER QUESTION - Required

- Are you a: (one answer)**
 - Store Owner/Independent Retailer
 - Online Retailer
 - Store Employee
 - Chain/Company Buyer
 - Home Demonstration Business
 - Distributor
 - Other
- What is your annual Store Revenue? (one answer)**
 - Less than \$10,000
 - \$10,000 - \$49,999
 - \$50,000 - \$99,999
 - \$100,000 - \$249,999
 - \$250,000 - \$499,999
 - \$500,000 or more
 - Don't Know
- Do you have purchasing authority for your store/company? (one answer)**
 - Yes
 - No
- What is your annual purchasing budget? (one answer)**
 - Less than \$10,000
 - \$10,000 - \$49,999
 - \$50,000 - \$99,999
 - \$100,000 - \$249,999
 - \$250,000 - \$499,999
 - \$500,000 or more
 - Not applicable
- How much did you spend at the last Helen Brett Show you attended? (one answer)**
 - \$1 - \$499
 - \$500 - \$999
 - \$1,000 - \$4,999
 - \$5,000 or more
 - I did not make any purchases
- Which product type are you most interested in? (one answer)**
 - Fine Jewelry
 - Fashion/Costume Jewelry & Accessories
 - Home Decor
 - Clothing/Apparel & Fashion Accessories
 - Holiday Items/Seasonal Decorations
 - Beauty/Cosmetics
 - Handbags/Wallets
 - Gourmet/Specialty Foods
 - Gifts/Novelties
 - Other/General Merchandise

- If making a credit card payment, please complete this section. Visa, Master Card, Discover and American Express accepted.

Credit Card# _____ Exp. Date ____/____/____ CVS# _____

Authorized Pmt \$ _____ Card Holder Signature _____ Date ____/____/____

2021 Show Schedule

It is suggested that your Gold Card applications be received at this office one month prior to each show in order to be processed in a timely manner. You may also apply at the shows for new cards, replacement cards and renewals.

Show	Date	Location
Gonzales Gift and Jewelry Expo	March 5 - 7, 2021	Lamar-Dixon Expo Center, Gonzales, LA
Mid-South Jewelry and Accessories Fair	April 16 – 18, 2021	Agricenter Int'l, Memphis, TN
New Orleans Metro Gift and Jewelry Show	July 8 – 11, 2021	New Orleans Ernest N Morial Convention Center, New Orleans, LA
Mid-South Jewelry and Accessories Fair	August 13-15, 2021	Agricenter Int'l, Memphis, TN
International Jewelry and Merchandise Show	October 7-10, 2021	New Orleans Ernest N Morial Convention Center, New Orleans, LA
Mid-South Jewelry and Accessories Fair	November 12 - 14, 2021	Agricenter Int'l, Memphis, TN
Helen Brett Holiday Market	December 10 - 12, 2021	Lamar-Dixon Expo Center, Gonzales, LA

INSTRUCTIONS, REQUIREMENTS AND QUALIFICATIONS

Gold Cards and renewal will only be issued to a verifiable business owner, an owner's spouse, or a paid employee. Employee's spouses DO NOT qualify.

LOST OR STOLEN Gold Cards: You must re-apply by providing all current documents. Please report a lost or stolen card to HBE Gold Card Services at (630)-241-9865.

REQUIRED DOCUMENTATION - All items listed in this section are REQUIRED and must be submitted with completed application and payment.

1. **Federal Tax ID Number** or a copy of a current Sales Tax payment form.
2. **Copy of a "current" Retail Sales Tax License, Business License or Occupational License.** The business must be related to the industry of the show. Business owners **MUST** provide proof of ownership when the Business/Occupation License does not clarify this information.
3. **Paycheck Stub or direct deposit**, if not available, a copy of a cancelled payroll check will be accepted, front and back side required. Must be minimum \$75.00 payroll check. **This requirement applies to EMPLOYEES ONLY.**
4. **Copy of a Government issued photo ID.** Driver's license, state identification card, or passport.

IF IT IS NOT CLEAR THAT THE BUSINESS IS RELATED TO THE INDUSTRY, you must provide the following additional documentation:

1. Three (3) recent invoices - quantity orders in excess of \$100.00 each. These invoices must be from suppliers, for product that is related to the industry.
2. A photo of your store display area located in your place of business. No home displays accepted.

COSMETOLOGIST, OWNERS OR EMPLOYEES OF BEAUTY SALONS, NAIL SALONS OR SPAS – must provide all the above documentation and if you lease a space a copy of your rent payment must be included.

SCHOOL, CHURCH OR HOSPITAL EMPLOYEES/VOLUNTEERS must provide all of the following documentation:

1. **A letter** (on your business letterhead), signed by the principal/dean/pastor/hospital administrator, indicating the names of each person requesting to attend a show.
2. **Current fundraiser flyer** or advertisement of sale or shop.
3. **Three (3) invoices or receipts** - quantity orders in excess of \$100.00 each. These invoices must be from suppliers related to the industry.
4. **Copy of a Government issued photo ID.** Driver's license, state identification card, or passport.

Home Demonstration and Direct Sales: Mary Kay, Avon, Scentsy, Pampered Chef, PartyLite, Shaklee, Amway, etc., are all classified as **Buyers** not Owners.

Home Demonstration and Direct Sales must provide all of the following documentation:

1. Consultant business card for the company you are a sales representative of.
2. Three (3) invoices for product/merchandise sold by parent company to representative only for the use of retail sales.
3. A business receipt for a customer's purchase from you.
4. **Copy of a Government issued photo ID.** Driver's license, state identification card, or passport.

SPOUSES—A spouse of a **business owner** is a **buyer** and may apply for a gold card. The spouse of a paid employee or volunteer is **not qualified** and **may attend** as a buyer's guest for a guest fee. Please note that the guest fee at both Gonzales, LA shows includes a Baton Rouge Sales Tax.

If you miss the opportunity to purchase or renew prior to the show of your choice, you may purchase or renew a Gold Card on show site with the proper documentation. See show dates shown above or visit our website at www.helenbrett.com. **No one under 16 years of age is permitted** to Helen Brett markets; Gold Cards will not be issued to individuals under 16. Proof of age is required on show site.

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Or mail completed applications with required documents to:

Helen Brett Enterprises, Gold Card Services, 301 W Mondamin Street, Unit #159, Minooka, IL 60447.

Make checks payable to **Helen Brett Enterprises**.

ALL DATES ARE SUBJECT TO CHANGE Revision May 17 , 2021