



Sutphin Boulevard BID

VISUAL MERCHANDISING PROGRAM

REGISTRATION FORM

We are very excited that you will be participating in the Visual Merchandising Program offered by the Sutphin Boulevard BID. This program is offered on a first come-first-serve basis. By signing this document you understand and agree to the rules and regulations as follows:

- The Business is located within the BID boundaries.
- The applicant is the business owner, or a manager with written permission to enroll in this program from the business owner.
- The BID pays all consultation, design, material, and installation fees up to a predetermined amount.
- The BID welcomes your input with regard to merchandise you would like to have featured in your window, however we ask that you allow our visual merchandiser to proceed with the display work as he deems best. The expert we have hired is very talented in his field and will make every effort to present your store/business to its best advantage.
- Once your window display has been completed by the visual merchandiser, you agree to add or change the display only in ways defined by the maintenance plan that the visual merchandiser discusses with you individually, for one calendar year. **Participants will be billed for these services if they fail to uphold this agreement.** The maintenance plan is created on a custom case basis with you since each business presents different products, services, window space, and architecture.
- In the event that you feel the need to add or change the display, you must contact the BID first.
- Please light your window at night. If possible, keep your window lit until 9:00pm or 10:00pm so that your products and displays can be seen by evening passerby traffic.

To enroll in the Visual Merchandising program please sign and deliver this sheet to the Sutphin Boulevard BID via fax, mail, or hand deliver. The BID will contact you once your registration form has been received to notify you of your registration status. At our first meeting, a signed copy of this form will be provided to you. Please call Simone Price, Executive Director of the Sutphin Boulevard BID, at (718) 291-2110 with any questions regarding your enrollment in this program.

Name: _____

Signature: _____

Store/Business Name: _____

Store/Business Address: _____

Date: _____ Telephone #: _____