

**American Express**  
**Providing more customers, insight, and solutions**  
**to help your business do more...**



***CONGRATULATIONS! YOU JUST MADE A SMART BUSINESS DECISION ...***

Because you know that American Express® Card acceptance can help you:

**ATTRACT NEW, LOYAL CUSTOMERS!**

- 77% of Cardmembers who used the American Express Card in the past three months say that American Express is their card of choice.<sup>1</sup>
- Cardmembers spend, on average, over **4½ times** more per American Express Card than bankcard cardholders spend per bankcard card.<sup>2</sup>
- 53% of Membership Rewards Enrollees who used the Card in the past month say that they are more likely to use American Express because of Membership Rewards enrollment.<sup>3</sup>
- For the fifth consecutive year, American Express continues to be the company most frequently named as being most responsive to the needs of U.S. small business owners.<sup>4</sup>
- **16%** of Cardmembers who used the American Express Card in the past month carry only an American Express Card and no other bankcards.<sup>5</sup>
- If you don't welcome American Express, they may take their business elsewhere.

**IMPROVE PROFITS!** By attracting high spending American Express Cardmembers. With a higher average ticket in many industries, American Express can help bring you more profitable business.

**OFFER A CHOICE!** Competition is tough. By offering your customers the option of choosing which payment method they prefer, you show your customers that you care about them. And that's an important statement to make in today's competitive business environment.

**From American Express:**

- American Express is there for you every step of the way! Within 72 hours of signing, you will receive a phone call to verify your information. Next, you will receive a Welcome Letter which will contain the Terms and Conditions for American Express® Card Acceptance, your merchant account number, confirmation of your rate and payment information.
- Next, you will receive a Welcome Package, which includes a Quick Reference Guide for New Merchants containing valuable information on processing charges and accepting the Card. In the Welcome Package you will also find decals to place on your storefront, allowing you to attract Cardmembers who look for the logo that says you welcome the Card—and remain loyal to businesses that accept it.

**From your Bankcard Service Provider:**

- The time frame in which you receive your terminal will vary depending upon your bankcard service provider and your processor. It typically ranges from one to three weeks. Ask your sales representative for the specific time frame.
- If you already have a terminal, your bankcard service provider will ensure that it's ready to process American Express® Card charges. Ask your sales representative for the specific time frame.
- If you have any questions regarding your terminal you should contact your bankcard service provider.

**If you have any questions, please don't hesitate to call us at 1-800-528-5200. Or visit our merchant services website at [www.americanexpress.com/merchantservices](http://www.americanexpress.com/merchantservices). Get FREE online access to your American Express payment information, customer disputes and custom target marketing reports. Manage the details of your merchant account 24 by 7.**

(Please note: The contents of this page are not part of the Terms and Conditions for American Express® Card Acceptance)

<sup>1</sup>AB Research 12/99

<sup>2</sup>Nilson Report #689, (4/99)

<sup>3</sup>AB Research 12/99

<sup>4</sup>Cicco, June 1999

<sup>5</sup>AB Research 12/99



Establishment Services

AMERICAN EXPRESS® CARD ACCEPTANCE APPLICATION

The Shaded Box Will Be Completed By The Sales Agent

ESA Corporate Name: Sales Agent ID #
Please check one of the following:
American Express Discount Rate\* EDC
American Express Monthly Flat Fee - \$5.00\*
Paper Home Based
Monthly Gross Pay
Daily Gross Pay
Estimated \$ Annual American Express Charge Volume
Estimated \$ Average Ticket
Pay Frequency
Franchise Name: Franchise CAP #:
\* Applies to online statements. Paper statements may be subject to additional fees.

What Is Your Name & Address? Please Complete The Following. If You Have Any Questions Call 1-800-528-5200

FULL LEGAL NAME of Corporation, Partnership or Proprietorship
Doing Business As (DBA, Trade Name)
Address
City State Zip Code
Federal Tax ID (TIN/EIN) ACH ABA#
DDA#
URL
E-mail
Signer Information
Name: Title:
Social Security Number:
Home Address:
City: State: Zip:
Have You Previously Had An American Express Merchant Account #:
If Yes, Merchant #:
By signing below, I represent that the information I have provided on the Application is complete and accurate and I authorize American Express Travel Related Services Company, Inc. ("American Express") to verify the information on this Application and to receive and exchange information about me, including, requesting reports from consumer reporting agencies.
Please Sign Here X Date:

AMERICAN EXPRESS  
ESA SETUP SHORT FORM

Mail: American Express, Attn: ES Maintenance Utility  
20022 North 31st Ave.  
Phoenix, AZ 85027  
Info: 1-800-528-5200  
Fax: 1-602-744-8415

Source Code

SPID

Order Number

OR AMEX SE #

New SE (A-F)

Change of Processor (A & E) (Reverse PIP)

Paper to EDC Conversion (A & E)

CAP

**A**

Corporate Business Name

Doing Business As (DBA)

Street Address 1 (no PO box)

Street Address 2 (no PO box)

City  ST  Zip

Phone #  -  -  Ext.  SIC Code  OR Ind Code

Additional Address(es): (Select items to be sent to alternate address.)

Payment Address  Correspondence Address  Marketing Material Address

Name

St. Address 1

St. Address 2

City  ST  Zip

ARC/IATA #

FAX #

DUN'S #:

Home Based Indicator  Y  N

URL/Web Site Address

E-mail Address I.D.

**B** Site Inspection:  Yes  No # Employees/SE  Mail Order %  Seasonal: From Month  To Month

**C Corporate Officers/Owners/Company History**

Auth. Sig.  Title

Social Security #  -  -  Affiliation? Yes  No  Ownership Type  Corporation  Partnership  Sole proprietor  Franchise

Federal Tax ID/TIN/EIN

Franchise Cap/ Affiliated AMEX SE#

CM #

Affiliated Order #

Time at current location  Years &  Months Date Estab.  -  Month Year

**D Discount/Fee Data**

AMEX Discount Rate

Pay Freq.:  3 Day  15 Day  30 Day

Monthly Gross Pay or  Daily Gross Pay or  Monthly Flat Fee: \$5.00

Est. Volume \$ (AMEX Annual)

Estimated Average Ticket \$

**E Submission: (Check the submission method below)**

Elec Tran Auth Proc\*\*  Reverse PIP\*\*  AMEX Terminal  Paper

Term Software:  Retail  Dining  Lodg  Service # of Terminals

Complete Addendum

\*\* please complete section below:

Processor #

Term Prov #

Processor ID#

Descriptor (Prod/Svcs sold)

**F Payment Method** (Bank reference name other than transaction account)

ACH: Checking  or Savings  Statement Cutoff Day of Month  Day Paper Check

ACH ABA #  DDA #

Name On Bank Acct

Bank Name

Branch Address

City  State