

**Merchant Media Form**  
**Please Fax Form to (610)265-1640 Attn: Marketing Assistant**

<b>Store Name</b>		
<b>General Manager's Name</b>		
<b>Phone/Fax</b>	<i>(Phone)</i>	<i>(Fax)</i>
<b>Email Address</b>		
<b>Store Website</b>		
<b>Is your store willing to contribute/loan merchandise for King of Prussia Mall media stories? (i.e. gift ideas, trends, etc.)</b>	<b>Yes</b>	<b>No</b>
<b>Who should King of Prussia Marketing Department contact to coordinate merchandise release and product information?</b>	<i>(Name)</i>	
	<i>(Title)</i>	
	<i>(Phone)</i>	
	<i>(Email)</i>	
<b>Is your store willing to provide a media spokesperson to contribute to King of Prussia stories?</b>	<b>Yes</b>	<b>No</b>
<b>If so, who is allowed/trained to speak to the media?</b>	<i>(Name)</i>	
	<i>(Title)</i>	
	<i>(Phone)</i>	
	<i>(Email)</i>	
<b>Are you willing to allow media in your store to interview shoppers and/or your store spokesperson?</b>	<b>Yes</b>	<b>No</b>
<b>Is your store willing to allow media to shoot video/ photograph the interior and/or exterior of your store?</b>	<b>Yes</b>	<b>No</b>
<b>What makes your store unique to King of Prussia/mid-Atlantic region? (i.e. What is your point of differentiation? Do you carry any unique products? Is your location the only one in the region?)</b>		
<b>Does your store have a Public Relations manager on site?</b>	<b>Yes</b>	<b>No</b>
<b>If so, who is your Public Relations manager?</b>	<i>(Name)</i>	
	<i>(Phone)</i>	
	<i>(Email)</i>	
<b>King of Prussia proactively pitches story angles to local and regional media. Would you be willing to contribute product/content to such stories if contacted in advance?</b>	<b>Yes</b>	<b>No</b>
<b>How long in advance of the holiday season is your store aware of unique merchandise you will be carrying? (i.e. gift ideas, seasonal products, etc.)</b>	<i>(Months)</i>	<i>(Weeks)</i>
<b>Would you be interested in participating in a King of Prussia Holiday Gift Guide or other related holiday</b>	<b>Yes</b>	<b>No</b>

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<b>Prussia Holiday Gift Guide or other related holiday initiatives?</b>	<b>YES</b>	<b>NO</b>
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