



To simplify the start-up process and answer any questions you might have, here are answers to the Most Frequently Asked Questions about the NACSCORP / SKOR™ CustomFanShop.com e-Commerce Solution.

The Program—What Is It?

Q: Who is SKOR™?

A: SKOR™ is a fully integrated emblematic merchandise and direct marketing company that has emerged as an industry leader in e-commerce—especially for higher education, in which they have been active for 25 years. It is a “vertical” organization meaning SKOR™ has the capabilities for making, distributing, and marketing all of their products. As a result, SKOR™ is uniquely positioned to deliver just one of anything on your e-commerce site, if that’s what your customer wants.

Q: Why have SKOR™ and NACSCORP decided to work together to offer “The CustomFanShop.com e-Commerce Solution”?

A: College stores need e-commerce solutions to compete with online and other retailers, and to bring themselves in line with the ways their customers are shopping. When your store has a powerful e-commerce presence, it’s directly addressing many of the challenges NACS has outlined in its 2015 initiative, first presented at CAMEX 2010.

NACSCORP, a leader in distribution and retail services for college stores for more than 45 years, wants to be at the forefront of bringing e-commerce solutions to college stores, and a solid foundation is being set with SKOR™, along with our book e-commerce program “MyBooksAndMore.com” in conjunction with Baker & Taylor’s Majors Education Solutions, as well as our Technology e-Store program in conjunction with JourneyEd.

Q: What exactly is this solution?

A: SKOR™ has quickly established itself as a leader in e-commerce with many varying initiatives and solutions. In addition to the multi-faceted e-commerce platform (there are two distinct platforms), stores also receive up to 6 different logos per site free; up to 27 different merchandise categories covering customers “from cradle to grave” (baby gear to items for students to products for parents and alumni); and more than 15 different apparel categories in over 1,000 different color combinations.

Q: What does “Uniquely Built for One” mean?

A: The unique ability to produce/manufacture/deliver one (1) of anything to the consumer market, including the market message, will give you a unique competitive advantage in the collegiate e-commerce marketplace. We have designed the web platform by combining all of



the above with our “real time” branding program, fast delivery, and the highest return of revenue of anyone in the e-commerce business.

The Program—Benefits to the Store & Costs

Q: What sets this program apart from the competition?

A: Just about everything – see our Competitive Advantages spreadsheet at <http://www.nacscorp.com/earfiles/CompetitiveAdvantages.pdf> – the highest return of revenue, no risk, no product minimums, up to 6 specific logos per page, 24/7 sales reporting, and more...the list goes on and on.

Q: What are the benefits for our bookstore? Won't it take away from my brick & mortar sales?

A: In fact it's just the opposite. By tracking what's hot and selling, we can provide you with tracking information from all the e-commerce sites we work with. Remember, customers want specific logos on their products and we can provide up to 36 per store to expand your offerings.

Q: How will this site add incremental sales for me this year?

A: A backpack is just a backpack until you personalize it with a sport, championship, or event, and that's where we come in. Many of these are products are ones you don't sell in your physical store now!

Q: What are my risks?

A: Since there are no upfront costs and no maintenance fees, your only risk is the sales and revenue you're losing out on by not doing it!

Q: The normal set-up fee is \$3,500 per site, so why are there no upfront costs? And are there any additional costs or hidden maintenance fees involved?

A: We waive the standard \$3,500 set-up fee if you are coming to the program as a **NACSCORP customer** account. In addition, there are absolutely no monthly maintenance fees and no hidden costs. The only extra cost will be the digitizing fees above the six (6) FREE logos we provide you as part of the start-up package.

Q: I don't have a store site, or my e-tailing knowledge and resources are lacking. Can I be in the program and how will it benefit me?

A: We take care of all the technical aspects and running of the Custom Fan Shop; you don't have to know a thing to take advantage.

Q: I already have a store site. Can I be in the program and how will it benefit me?

A: Yes, you can add or expand your offerings by linking your current site to your new Custom Fan Shop.



The Agreement

Q: How do I sign up for the program? To whom do I send the agreement?

A: Fill out the agreement and fax it to NACSCORP Customer Service at (800) 344-5059. Contact NACSCORP Customer Service at (800) 321-3883 or service@nacscorp.com with

any questions about the agreement. After submitting your agreement, you will be contacted with a set-up form to begin site development of your Custom Fan Shop.

Q: How long is the e-commerce agreement in effect for?

A: The agreement shall commence as of the signing date and shall continue for one year, with automatic 1-year-period renewals, unless terminated sooner in accordance with the agreement (see next question).

Q: What if I want to terminate our relationship earlier than the agreement calls for?

A: Either party may terminate the agreement without cause by providing sixty (60) days prior written notice to the other party at the addresses listed in the agreement.

Product & Pricing

Q: What else can I have on my e-commerce site besides just emblematic product?

A: Lots, including on-demand media guides; photo stores; “Relive The Memories” photo booklets, mugs, calendars, and posters; custom gift wrapping paper; and much more. Please contact us for details on all the products and categories.

Q: What is SKOR™’s pricing philosophy?

A: The goal is to be value-priced—being the direct manufacturer on many of our items gives us an advantage unmatched in the industry.

Q: Who sets pricing and where is the product made?

A: SKOR™ will set the MSRP. SKOR™ products are made around the globe, and all reasonable efforts are made to ensure that all merchandise manufacturers abide by “sweat-free” conditions by paying a just wage, not forcing their employees to work excessive hours a week, and providing a safe working environment free of physical, sexual or verbal harassment. A just wage is defined as at least the minimum wage mandated in a given country.

Q: Who handles the inventory?

A: SKOR™, along with its merchandise partners, will assume full responsibility for all inventories on your Custom Fan Shop.

Q: What about licensing?

A: SKOR™ is a licensee of Institution’s trademarks through the Licensing organization of



which the College is a member. SKOR™ agrees to use only those trademarks of Institution registered with the school licensing on merchandise selections. SKOR™ also agrees to comply with all Licensing procedures for using merchandise with Institution's marks and logos as published and available directly from school licensing.

Financial Model & Reimbursement to the Store

Q: How much revenue do I earn on each sale?

A: Please contact your NACSCORP Account Manager for details.

Q: Who pays me?

A: All transactions will be recorded and collected by SKOR™ and royalties paid to you through NACSCORP within twenty (20) days of the end of each month.

Roles & Responsibilities

Q: What is expected of my store?

A: You will provide SKOR™ with the following assistance in implementing the program:

- Up to two (2) SKOR™ Days per fiscal year during which SKOR™ shall be permitted to make a product presentation to your store
- A web link from your store web site home page (or other store web page as mutually agreed); your store shall retain complete control of its web site and is free to take whatever action it deems necessary to maintain the integrity of the same
- Other marketing considerations as mutually agreed to promote your site

Q: What if I want to buy product for my Brick & Mortar location's retail floor?

A: No problem! You will receive a wholesale discount to be determined by product category off the MSRP price if the merchandise is sold and delivered directly to the bookstore and not distributed by SKOR™ to any customer. All deliveries directly to you shall be invoiced by NACSCORP, which your store shall pay within thirty (30) days of receipt of the same.

Q: Who handles the transaction with the customer?

A: SKOR™ shall be solely responsible for all aspects of revenues generated by its direct sales to Consumers, including, without limitation, taking orders, processing payments, processing returns, refunds and credits, etc. Your store shall take no part in, or have any responsibility or liability for, the actual sales transactions of SKOR™.

Q: Who will be my store's main point of contact for the e-commerce site?

A: NACSCORP Customer Service (800-321-3883 / service@nacscorp.com) will be the main point of contact throughout the term of the agreement.



Your Custom Fan Shop Site

Q: What happens if we don't want to carry certain items, categories, or colors?

A: No sweat, we won't put them up—it's your site, and it's customizable that way!

Q: Can I see a live Custom Fan Shop store in action?

A: Sure, go to www.argofanshop.com and check it out.

Q: Do you have any references?

A: Go to www.ncaachampionshipstore.com, which SKOR™ manages. Others are available upon request.

Q: How do my customers order and pay?

A: Ordering is an easy three-step process:

1. Choose your favorite emblematic product (including style, color, size, logo, quantity where applicable).
2. Go to "add to cart" tab and verify that all order information is correct. Then just click the "Secure Order Form" button to enter payment information.
3. You now have entered into our secured "Authorize.Net Secure Checkout Center" where you will fill out Payment, Billing and Shipping information. That's all there is to it. We take Visa, MasterCard and Discover credit cards.

Q: Are there sales taxes?

A: SKOR™ shall collect and pay any required sales tax or similar tax on its own retail sales. You shall not be responsible for any portion of the same. At this time, all Florida residents need to add 6.5% sales tax and all other states vary on a state-by-state basis. In all cases SKOR™ is responsible for collecting all sales taxes from the consumer for items sold through the Custom Fan Shop.

Q: Is there an order minimum?

A: There are no order minimums for your customers. SKOR™ has the ability to produce, manufacture, deliver one of anything, an advantage we call "uniquely built for one." For wholesale discount orders delivered to your store or a campus department instead of to a customer, there is an order minimum of six per style on all apparel items. Mementoes and other non-apparel items vary by style and customization.

Q: Who merchandises the custom fan shop?

A: SKOR™ will offer a minimum of 27 different selected emblematic merchandise categories to the Consumers. All merchandise collections must be pre-approved by your store prior to actual offering and/or sale to any consumers.



Q: How many logos are, or can be placed on each product?

A: One pre-approved Institution licensed logo will be included on all merchandise (and each additional embroidery will be at a minimum cost of \$7.50 each).

Q: What format, resolution, etc. is required for logos, and where/to whom should I send them?

A: 1) **All logo artwork must be submitted in vector format.** (Illustrator documents .ai or .eps)

2) **All artwork will be sent to our Upload Center as described on our SKOR™ Card** (<http://www.nacscorp.com/earfiles/SKORCard.pdf>)

• **Recipient E-mail Field MUST Be: artwork@skorsports.com**

• **Subject Field MUST INCLUDE: “School Name + Main Contact Name”**

Q: What do I need to provide for the set-up of my site?

A: Everything you need to know about setting up your new Custom Fan Shop will be available on our SKOR™ Card (<http://www.nacscorp.com/earfiles/SKORCard.pdf>).

Q: How long will it take to launch my Custom Fan Shop?

A: No later than thirty (30) days following the agreement’s signing date and receipt of your logos, links, color choices, etc., we will launch a dedicated web site for you that will allow consumers to purchase the merchandise collections. Both the merchandise collection(s) and web site shall be pre-approved by your store prior to launch.

Q. What if we want to add a temporary store, like a Championship or Fundraising store?

A: Temporary sites are also available for your store to cover your needs for championships, fundraising, and/or special events. In most cases SKOR™ will need a maximum of 20 business days to set up a temporary store, but by planning ahead we can cut that time down to launching before the actual of date of the event. In addition, we can always add a championship or event logo to your existing Custom Fan Shop store within 24 hours if you provide us with a digitized logo. If not, we will need 5 business days in advance to digitize your logo and place on your Custom Fan Shop.

Q: How customizable is the Custom Fan Shop?

A: Your site will be branded with the logos, store name, and colors you provide. In addition, you choose the categories you want or don’t want to offer.



Fulfillment/Shipping, Returns, & Reporting

Q: How long does it take for the product to ship?

A: Our goal is to ship in 7 – 14 business days from the placement of the order. Some items ship faster and others that are customized & manufactured from scratch might take a little longer, but the average delivery cycle is 7 – 14 days.

Q: How is product shipped, and who pays for it?

A: Product is delivered via UPS Ground, with rush options available. Your customer pays freight for emblematic merchandise purchased from your custom fan shop, and your store pays freight for any merchandise purchased for the store with wholesale discount.

Q: Where does the product ship from? What kind of order documentation will I and/or my customer receive?

A: Distribution centers are located in Connecticut, Florida, Minnesota, Missouri, and South Carolina.

In addition, each packing slip will include a short message from your store, the consumer's name and address, "SKOR™" order or shipment number, the SKU, the description and quantity of products being shipped, the applicable return policy (including instructions as to

the applicable returns location, policy, etc.), a shipping label and a return label will be available upon request.

Q: What about shipping to international locations, or Alaska/Hawaii?

A: Alaska and Hawaii, no sweat! Not all product items will be available to ship to both Canada and other international locations. SKOR™ will provide you and your customers with a list of the products that can ship to Canada and internationally.

Q: How about returns?

A: SKOR™ shall post on and/or in your store's Custom Fan Shop and on packing slips all reasonable policies concerning refunds, exchanges and discounts. SKOR™ will accept returns in accordance with such policies.

Q: How will sales reports be generated and what will they look like?

A: We will supply you with an Excel spreadsheet monthly that will be sent directly to store contact listed on the SKOR™ Card. By the end of 2010 we will have a dedicated web site with a special user code where you can go in and check any time of day or night online.

Customer Data, Consumer Privacy, Site Security

Q: Who owns the customer data?

A: Your store does! All consumers' purchase information (limited to names and addresses) collected by SKOR™ and product sale details (including description of items



sold, MSRP, discounts, royalty calculation, etc.) will be sent to your store within twenty (20) days of the end of each month along with all royalty fees collected and owed Institution during such time. SKOR™ at no time will market directly to the consumers without your direct written consent. Ownership of all collected contact data acquired through purchases from the e-commerce store belongs to your store.

Q: Is my custom fan shop secure? What can I tell my customers about privacy and security issues?

A: Every online transaction your customer makes on line will be 100% safe. Under the Fair Credit Billing Act, your bank cannot hold you liable for more than \$50 of fraudulent charges. In the event of unauthorized use of your credit card, you must notify your credit card provider in accordance with its reporting rules and procedures

We use state-of-the-art encryption technology to protect your credit card/personal information. Orders are placed using Secure Socket Layer (SSL) encryption.

Digital certificates encrypt data using SSL technology, which is the industry-standard method for protecting Web communications. The SSL security protocol provides data encryption, server authentication, message integrity and optional client authentication for a TCP/IP connection. Because SSL is built into all major browsers and Web servers, simply installing a digital certificate turns on their SSL capabilities.

SSL comes in two strengths, 40-bit and 128-bit, which refer to the length of the "session key;" generated by every encrypted transaction. The longer the key, the more difficult it is to break the encryption code. All of our Custom Fan Shops use 128-bit encryption. Most browsers support 128-bit SSL sessions, which is trillions of times stronger than 40-bit sessions.

Marketing Your Custom Fan Shop

Q: What marketing materials are available to promote/drive traffic to the site?

A: A marketing menu will be available after 6/1/10 offering a complete list of marketing options to choose from.

Q: Besides these materials, how can I market my new site?

A: SKOR™ will create a marketing timeline with you and offer marketing consultation around each campus event. We will also share with you effective methods that have worked for SKOR™ and your fellow retailers.

Customer Service

Q: What do I do with mis-ships or damaged shipments?

A: Returns are accepted within 14 days of the date that you or your customer received the order. All merchandise must be in original condition, including tags and labels (garments



cannot be returned if worn). Shipping charges are not included in the refunded price. All Returns must be accompanied by an RA (Return Authorization) Number* and can be mailed with the original packing slip to:

SKOR Sports Returns
952 Big Tree Road
South Daytona, FL 32119

*RA Numbers can be obtained by contacting Customer Service. For returns of consumer orders purchased from your Custom Fan Shop, direct your customers to the SKOR™ Return Desk at 888-451-3905 x2241 or csr@skorfanshop.com. For returns of wholesale orders purchased for your sales floor, contact NACSCORP Customer Service at 800-321-3883 or service@nacscorp.com.

Q: Do you offer order tracking?

A: Please contact Customer Service for order tracking. For consumer orders purchased on your Custom Fan Shop, direct your customers to call SKOR™ at 888-451-3905 x2241 or e-mail csr@skorfanshop.com. For wholesale orders purchased for your store floor, call NACSCORP at 800-321-3883 / e-mail service@nacscorp.com.

Q: Can I enter an order on behalf of a customer?

A: Yes, provided you obtain the customer's written permission and credit card number.

For additional questions go to: <http://argofanshop.com/helpdesk.php>

...or contact Customer Service at:

NACSCORP
528 East Lorain Street
Oberlin, OH 44074
800-321-3883
service@nacscorp.com

Skor Sports, Inc.
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