



eFlorist Program™ Quick Enrollment Form – Fill Out All Fields – Incomplete Form Will Delay Processing

Shop Name: _____ Teleflora ID #: _____

Shop Contact Name: _____ Email: _____

This information will not be shared with outside companies. You will receive a free eFlorist newsletter and program updates, but you may opt out of these mailings at any time.

Information about your physical store for display on your website

Address: _____ City: _____ State/Prov: _____ Zip/Postal Code: _____

Phone: _____ Toll-Free: _____ Fax: _____ Email: _____

Shop hours: M - F _____ a.m. to _____ p.m. Sat _____ a.m. to _____ p.m. Sun _____ a.m. to _____ p.m.

My shop will be closed on (please check all that apply): New Year's Day Easter Mother's Day

Father's Day Independence Day Labor Day Thanksgiving Christmas Other _____

Delivery policy: Orders must be received before _____ a.m. / p.m. in the recipient's time zone for same-day delivery.

Your website address (please check one option)

Use existing URL: http://www. _____ Username: _____ Password: _____

A one-time redirect fee of \$25 US per domain name will apply.

Create a URL. Limited to 32 characters total, including www. and .com/.net

1st choice URL: _____ 2nd choice URL: _____

Only one URL will be registered for your website.

3rd choice URL: _____ *You will be billed a registration fee of \$35 US per year.*

Your free e-mail addresses

Teleflora offers three (3) free, private e-mail accounts to eFlorist members. These addresses offer an easy way for your customers to reach you (e.g., customerservice@yourURL.com). You can also use them for personal communications (e.g., jane@yourURL.com).

E-mail address 1: _____ @yourshopURL Password: _____

E-mail address 2: _____ @yourshopURL Password: _____

E-mail address 3: _____ @yourshopURL Password: _____

Select one website design and one homepage layout (you may view images on eflorist4me.com)

Website design and color: Art Nouveau* Color Delight* Damask* Floral Silhouette* Seasonal rotation

Flower Bricks* Flower Shop* Flowerbed* Flowerscape*

Merci Bouquet Simplicity* Sophistication* Seasonal*

Homepage product layout: 6 items (scrolling) 3 items 6 items 13 items *Select color: _____

Online credit card authorization (please check one option)

Only authorized online* (Recommended if you use a POS system) Authorized and cleared online*

I will process customer credit card payments in my shop *Must be a member of Teleflora Credit Card Services

Payment types accepted (please check all that apply)

American Express Carte Blanche Diners Club House account (for premier customers and corporate accounts)

Discover/Novus MasterCard VISA Will Call (customers to place order and call with card info)

Product pricing (please check one)

Your site will include standard Teleflora FSG bouquets and add-on options. We'll also include any Teleflora Keepsakes you purchase throughout the year.

Use Teleflora suggested pricing Use custom pricing (you will need to change pricing and exclude items before launch)

Tax and delivery fee

Sales tax for my shop is _____ % (will be applied to all online transactions). My per order delivery fee is \$ _____

Charge tax on delivery fee? Yes No

Optional program activation

Marketing Email Program: You will be *automatically opted in* to this service unless you check this box. You may opt out in the future.

Click to Call: You will be *automatically opted in* to this service unless you check this box. You may opt out in the future.

Loyalty Program: Reward customers with our frequent buyer program. Check this box to *opt in* to this FREE program.

eFlorist program fees

One-time development fee: \$495 US; Monthly fee: \$80 US; Transaction fee: \$3.45 US per order. *Prices subject to change without notice.*

LIMITED TIME OFFER available through August 31, 2010:

Development fee waived AND first 6 months at 75% off the regular monthly fee [6M20 promo]

Online credit card authorization (if applicable): \$0.25 US per transaction. These eFlorist charges will be deducted from your clearinghouse statement. Following the offer period, the program continues at the then-current monthly and transaction fees.

I understand that my website will be set up with the options shown on this page. I also understand that my membership is subject to the eFlorist Program Terms of Use posted on MyTeleflora.com.

Print name: _____ Signature: _____ Date: _____

Form submitted by: _____ **Fax completed form to eFlorist Web Services at (405) 440-6828**