

STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
DIVISION OF ALCOHOLIC BEVERAGE CONTROL  
P.O. BOX 087, 140 EAST FRONT STREET  
TRENTON NJ 08625-0087

**APPLICATION FOR MARKETING AGENT PERMIT [MA]**

The initial fee for this permit is \$1,000.00. A separate permit and fee must be submitted for each marketing agency engaged by the licensee. **Eligible applicants are those who possess a NJ Wholesale License with the exception of those who sell product to NJ retail licensees.**

These applicants will be authorized to engage the services of outside marketing agencies to participate in alcoholic beverage tasting events at licensed plenary retail premises pursuant to N.J.A.C. 13:2-37.1(b).

Permittee agrees to submit an event notification form to participate in such events at least 10 days prior to the event on the form prescribed by the Director of the Division of Alcoholic Beverage Control. A copy of the form to be utilized is attached.

1. Term of Permit: JULY 1, 2\_\_\_\_\_ TO JUNE 30, 2\_\_\_\_\_
2. New Jersey 12-digit license number: \_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_
3. Name of licensee as it appears on the license certificate:  
\_\_\_\_\_
4. Address of licensed business as it appears on the license certificate:  
\_\_\_\_\_  
\_\_\_\_\_
5. Contact Name: \_\_\_\_\_
6. Contact Phone Number: \_\_\_\_\_
7. Contact Email Address: \_\_\_\_\_

I understand and acknowledge that, pursuant to N.J.A.C. 13:2-5.6, any supplier, manufacturer, or importer who obtains a Special Marketing Agent Permit shall be responsible for all actions taken or violations of New Jersey alcoholic beverage law by any employee or representative of a designated marketing agency. This responsibility is analogous to that associated with individuals listed on the Division's E-141-A forms and violations can result in punitive action by the Division, including suspension or revocation of my New Jersey license or permit.

I further understand and acknowledge that each individual employee of a designated marketing agency covered by a Special Marketing Agent Permit must obtain a Marketing Agent Identification Card pursuant to N.J.A.C. 13:2-5.6(c).

Additionally, I understand and acknowledge that employees of a designated marketing agency covered by a Special Marketing Agent Permit are only authorized to pour samples of alcoholic beverages for consumers from the inventory of a participating retail licensee. They are prohibited from selling or taking orders for any alcoholic beverage product from consumers or retailers.

Name/Title of Authorized Signature: \_\_\_\_\_  
Please Print

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MARKETING AGENT INFORMATION**

Name of Marketing Agent: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone No.: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_