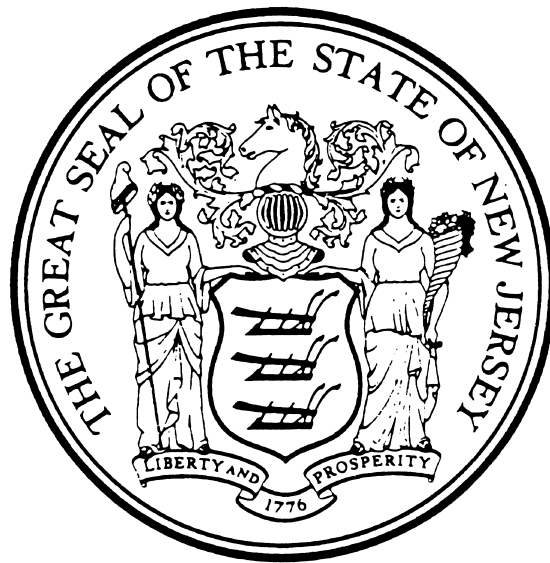


STATE OF NEW JERSEY
Division of Gaming Enforcement



**CASINO HOTEL ALCOHOLIC BEVERAGE
MERCHANDISING PERMIT APPLICATION**

STATE OF NEW JERSEY
Division of Gaming Enforcement

MERCHANDISING PERMIT APPLICATION
FOR ALCOHOLIC BEVERAGES

A Casino Hotel Alcoholic Beverage (CHAB) Merchandising Permit issued by the Division of Gaming Enforcement (Division) is required when a producer, wholesaler or distributor seeks to participate in a merchandising show, product introduction event or other promotional event that is held on the premises of a CHAB licensee. The holder of a merchandising permit may offer complimentary samples of alcoholic beverages only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the event. The permittee may also accept purchase orders for alcoholic beverages from New Jersey licensed retailers.

Each producer, wholesaler or distributor offering complimentary samples of alcoholic beverages or accepting purchase orders is required to file an application for a CHAB Merchandising Permit. This application requests specific information about the event and the service of alcoholic beverages during the event. A copy of the 12-digit New Jersey Alcoholic Beverage Control (ABC) license and/or Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) permit must be included with this application. In addition, any applicant for a CHAB Merchandising Permit must include an Inventory Report that describes the amount of alcoholic beverages intended for display and sampling at the merchandising or promotional show. This inventory is to include the type (brand name) and the amount of each that will be on display and offered for complimentary service.

If the permittee is not licensed in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed, except when such products have been procured from tax-paid inventory of a New Jersey-licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.

The application must be filed at least 30 days before the date of the event and is to include a fee of \$50 for each day of the event. The fee is nonrefundable should the event be canceled.

A CHAB Merchandising Permit is granted with conditions that address the handling, storage, selling and complimentary serving of alcoholic beverages at the event.

Additional information about a temporary miscellaneous permit can be found in the CHAB Merchandising Permit application form or by calling (609) 317-6218.

Note: As part of this application, you must provide a copy of any brochure, program, or application that describes the event. If no brochure, program or application is available, you must provide a written description of the event, the participants and any fee(s) charged in connection with attendance at the event.

**STATE OF NEW JERSEY
DIVISION OF GAMING ENFORCEMENT
CITICENTER BUILDING, 4TH FLOOR/CHAB
1300 ATLANTIC AVENUE
ATLANTIC CITY, NJ 08401**

**APPLICATION
MERCHANDISING PERMIT**

INSTRUCTIONS:

1. In accordance with *N.J.A.C.* 13:69I-5.7(b)2, a complete, original application must be filed with the Division at least 30 days prior to the scheduled event.
2. All questions must be answered. If a question does not apply, write “Does not apply” in response to that question.
3. In accordance with *N.J.A.C.* 13:69A-9.7(e)2, the fee for a CHAB Merchandising Permit is \$50 per day. A check or money order for the appropriate amount, payable to the CASINO CONTROL FUND, must be included with the completed application. Pursuant to *N.J.A.C.* 13:69A-9.19(b), this fee is nonrefundable should the event be canceled.
4. Send your application and fee to:

**Division of Gaming Enforcement
CitiCenter Building, 4th Floor/CHAB
1300 Atlantic Avenue
Atlantic City, NJ 08401**

5. A copy of the 12-digit ABC or ATF permit must be included with this application.
6. You must include an inventory report describing the alcohol to be displayed and/or sampled. This inventory report or listing must be included with this application.
7. If the permittee is not licensed in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed, except when such products have been procured from tax-paid inventory of a New Jersey-licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.
8. Your permit application will be processed only after the CHAB licensee whose premises are being used for the event files a Merchandising Permit Certification and Agreement with the Division. Your permit will be forwarded to you by mail once it is approved.

NOTICE

Pursuant to Section 74.1 of the Casino Control Act, information supplied to the Casino Control Commission and Division of Gaming Enforcement, or otherwise obtained by either of them, is confidential and shall not be revealed, except in the course of the necessary administration of the Casino Control Act, or upon the lawful order of a court of competent jurisdiction, or with the approval of the Attorney General, to a duly-authorized law enforcement agency. Nevertheless, pursuant to Section 80b of the Casino Control Act, an applicant or licensee waives any liability of the State of New Jersey and its instrumentalities and agents for any damages resulting from any disclosure or publication in any manner, other than a willfully unlawful disclosure or publication.

If you have any questions about this form, please call (609) 317-6218.

**STATE OF NEW JERSEY
DIVISION OF GAMING ENFORCEMENT
CITICENTER BUILDING, 4TH FLOOR/CHAB
1300 ATLANTIC AVENUE
ATLANTIC CITY, NJ 08401**

CHAB MERCHANDISING PERMIT

1. Name, address and daytime phone number of the business or organization applying for the permit:

Name

Address (Number and Street)

City

State

Zip Code

Area Code

Number

Fax Number (if any)

2. Name, address, daytime phone number, and email address of the person who should be contacted regarding this permit:

Name

Address (Number and Street)

City

State

Zip Code

Area Code

Number

Fax Number (if any)

E-Mail Address

3. Twelve-digit New Jersey license number (if New Jersey licensee): _____

ATF Permit Number (if not licensed in New Jersey): _____

Note: As part of this application, provide a copy of the 12-digit ABC or ATF permit. If not licensed in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed, except when such products have been procured from tax-paid inventory of a New Jersey-licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.

4. Provide the name and sponsor of the event:

Name of the Event

Sponsor of the Event

5. Name of the CHAB licensee and the room(s) where the event will be held:

CHAB Licensee

Room Name(s)

6. Date(s) and time(s) of the event:

Note: The Division is to be notified immediately if any changes are made to date(s) and time(s).

7. Identify the types of alcoholic beverages required for the event: (Check all that apply):

Wine Distilled Spirits Malt Alcoholic Beverages

Note: As part of this application, include an inventory report that describes the amount of alcoholic beverages intended for display and sampling at the merchandising or promotional show. This inventory is to identify the type (brand name), size and amount of each alcoholic beverage that will be on display and offered for complimentary service.

8. Will the alcoholic beverages required for the event be provided exclusively from the business or company applying for this permit?

Yes No

If NO, indicate from where the alcoholic beverages will be obtained or purchased:

Name

Address (Number and Street)

City

State

Zip Code

9. Will you be displaying your alcoholic beverage product(s) for more than one day?

Yes No

If YES, describe how the alcohol you are displaying will be stored when it is not on display:

ACKNOWLEDGMENT OF APPLICANT

The following conditions must be agreed to before a temporary miscellaneous contingency permit is issued:

1. The permittee shall be liable for any violations of all applicable alcoholic beverage laws and regulations during the event. If the permittee is not a CHAB licensee, the CHAB licensee and the permittee shall be jointly and severally liable for any violations.
2. An inquiry is made to the Division of Alcoholic Beverage Control (ABC) to determine the necessity of any permit that may be required from the ABC. You may call them at (609) 984-2830. If an ABC permit is issued, a copy must be provided to the Division of Gaming Enforcement prior to the date of the event.
3. If the event for which this permit is requested is more than one day, arrangements must be made for the safekeeping and storage of all alcoholic beverages in an authorized and licensed storage area within the casino hotel facility.
4. The permittee shall not sample, sell, serve, or deliver, or allow, permit or suffer the sampling, sale, service, or delivery of any alcoholic beverage, directly or indirectly to for consumption by any person under the legal age to consume alcoholic beverages, nor to any who is actually or apparently intoxicated.
5. Permission is given to the Division of Gaming Enforcement and its duly-authorized representatives, investigators and agents, to investigate the sale of alcoholic beverages at the event for which this application is made.

Signature/Title of Applicant Representative

Print Name of Signer

Date

**CERTIFICATION AND AGREEMENT
FROM SPONSORING CHAB LICENSEE**

I certify that, as of this date, not more than 25 special event permits have been authorized for these premises during this calendar year.

I further certify that I am a duly-authorized agent for the owner of the facility and that I am fully authorized to and do hereby certify that there are no objections to the sale and service of alcoholic beverages upon such premises at such event.

It is understood that as the Casino Hotel Alcoholic Beverage licensee, I will be jointly and severally liable, along with the permittee, for any violation(s) of applicable alcoholic beverage laws and regulations of the New Jersey Division of Alcoholic Beverage Control and/or the Division of Gaming Enforcement.

Signature/Title of CHAB Licensee Representative

Print Name of Signer

Date