



To: All Dealers
From: Daniel Bridle, General Manager
Date: January 25, 2012
Subject: Prime Locations at Front of the Phoenix West Mall

The new Brass Armadillo Antique Mall has several booth spaces, cases, and rooms in the front of the mall that will be available to rent by application. These premier spaces will set a standard for the mall by the quality of merchandise and the manner in which the merchandise is displayed.

Booth spaces vary in size and price depending on location. Dealers wishing to be considered for these spaces must submit the information below.

These locations serve as the first impression to our mall, therefore, we want them to project a **WOW** factor to arriving customers.

They will be rented separately and you can apply for more than one location.

Your request should contain the following:

- Photos of typical merchandise that you intend to sell in this space.
- Records or history of previous retail sales of your merchandise.
- A conceptual idea of how your merchandise will be displayed.
- Any other data or information significant to your proposal.

Please submit information as soon as possible beginning February 1. Information can be submitted in person, by fax (623-321-6176) or by e-mail: phoenixwest@brassarmadillo.com

Prime Locations:

Cases: 27, 28, 29, 30, 61, 62, 97, 98

Booths: 1, 2, 3, 4, 5, 15, 16, 17, 30, 31, 32, 46, 47, 48, 61

Room: 144

Maps of these locations are available on the Brass Armadillo web site.