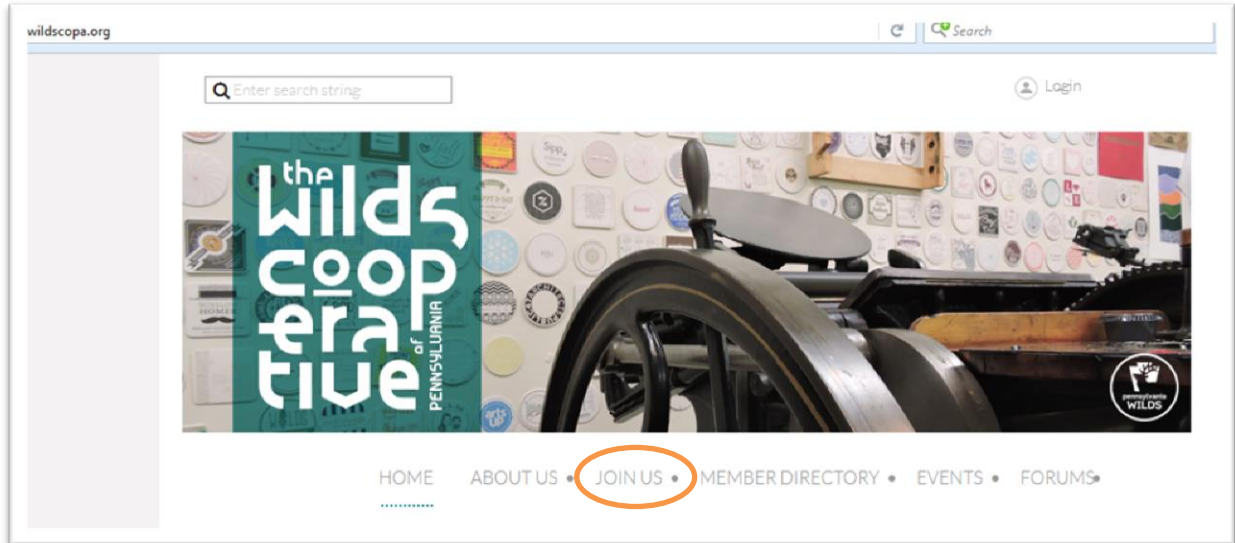


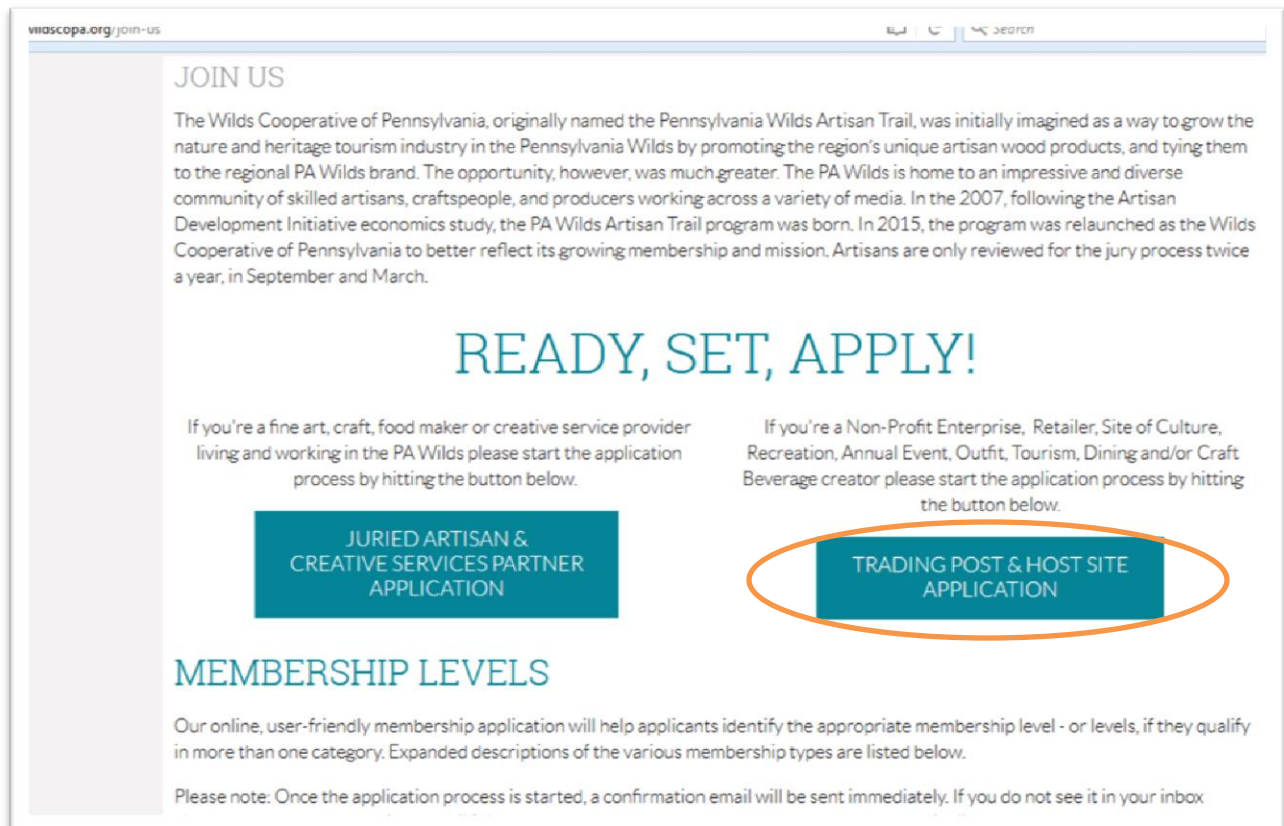
TRADING POST

Step-by-Step Application Guide

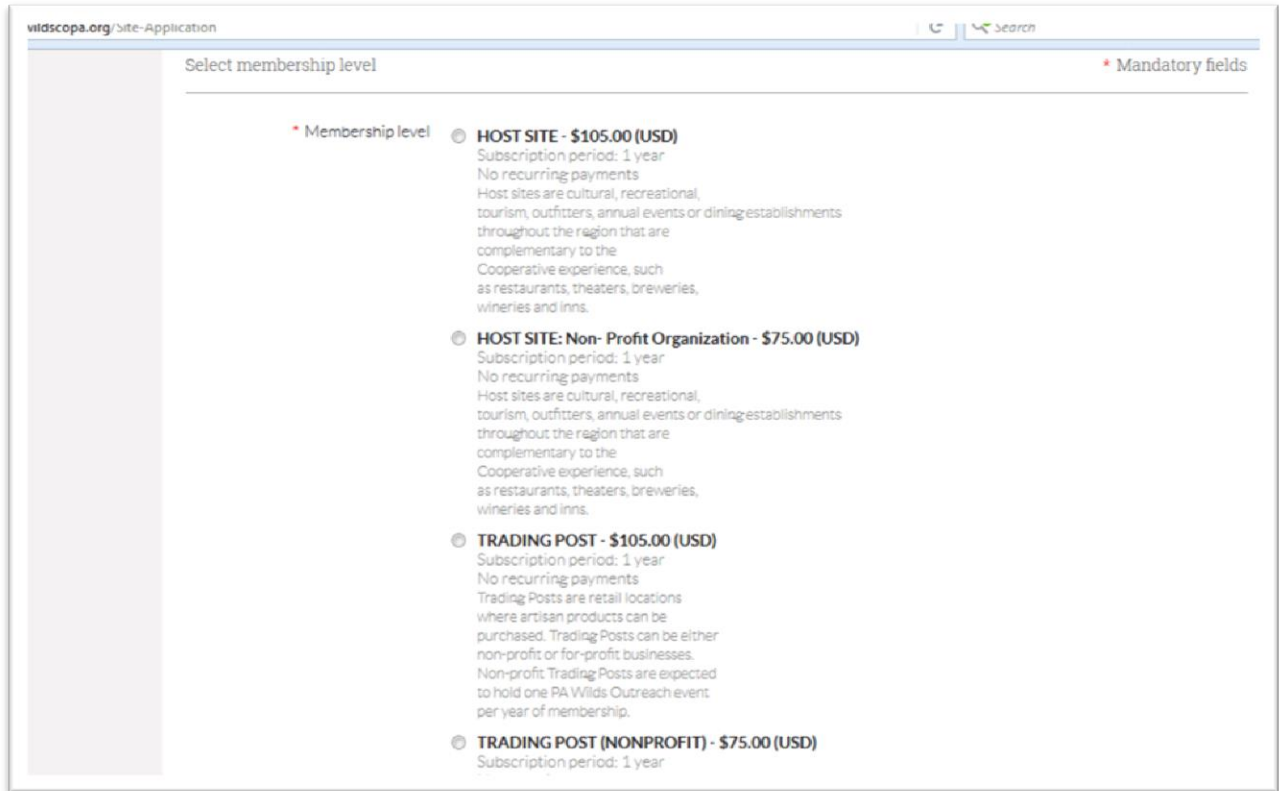
1. Visit WildsCoPA.org and click “JOIN US” or go to WildsCoPA.org/Join-US



2. Scroll down and click the blue button, “Trading Post & Host Site Application”
(Scroll down further on the web page to read more about membership)



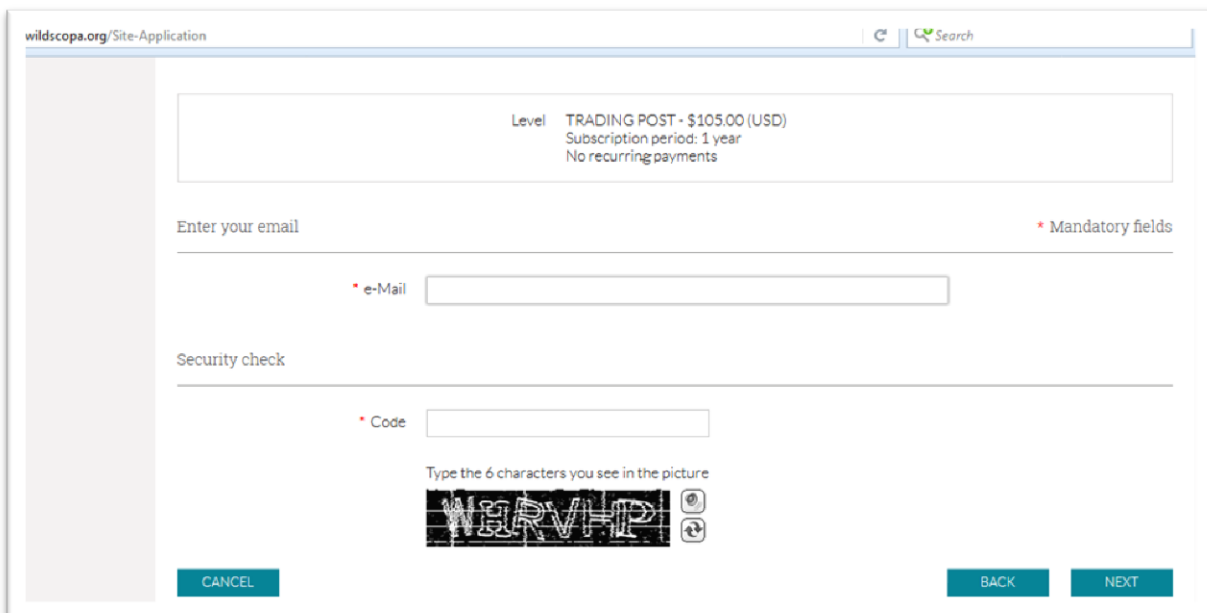
3. Select a membership level based on your for-profit or non-profit status. (Descriptions of Trading Post and Host Site membership levels are provided. Note: Non-profit Trading Posts are expected to hold one PA Wilds Outreach event per year of membership.)



The screenshot shows the 'wildscopa.org/Site-Application' page with the heading 'Select membership level'. A red asterisk indicates mandatory fields. The 'Membership level' section lists four options, each with a radio button:

- HOST SITE - \$105.00 (USD)**
Subscription period: 1 year
No recurring payments
Host sites are cultural, recreational, tourism, outfitters, annual events or dining establishments throughout the region that are complementary to the Cooperative experience, such as restaurants, theaters, breweries, wineries and inns.
- HOST SITE: Non- Profit Organization - \$75.00 (USD)**
Subscription period: 1 year
No recurring payments
Host sites are cultural, recreational, tourism, outfitters, annual events or dining establishments throughout the region that are complementary to the Cooperative experience, such as restaurants, theaters, breweries, wineries and inns.
- TRADING POST - \$105.00 (USD)**
Subscription period: 1 year
No recurring payments
Trading Posts are retail locations where artisan products can be purchased. Trading Posts can be either non-profit or for-profit businesses. Non-profit Trading Posts are expected to hold one PA Wilds Outreach event per year of membership.
- TRADING POST (NONPROFIT) - \$75.00 (USD)**
Subscription period: 1 year

4. Enter your professional or company email address to begin the application. This email address will be associated with your account/profile and will be used as your username for future login on WildsCoPA.org. (An initial password will be sent to you in a confirmation email after confirming your account. Future communications about the account will be sent to this address so it is important you can access the email address provided.)



The screenshot shows the 'wildscopa.org/Site-Application' page with the heading 'Enter your email'. A red asterisk indicates mandatory fields. The 'Level' is set to 'TRADING POST - \$105.00 (USD)' with a subscription period of 1 year and no recurring payments. Below the level selection, there are two input fields:

- e-Mail**: A text input field for the user's email address.
- Security check**: A text input field for a security code.

Below the security check field, there is a CAPTCHA image with the text 'Type the 6 characters you see in the picture' and a distorted image of the characters 'WIRVHP'. There are also 'CANCEL', 'BACK', and 'NEXT' buttons at the bottom of the form.

- Fill out the application to the best of your ability. If accepted into the juried program, your application becomes your profile in the Member Directory on WildsCoPA.org. The Directory is how other members, buyers and the general public will be able to find you and your product. Your profile information will also be used by the PA Wilds for marketing via social media and PAWilds.com. As a member, you will be able to log into your profile and update it as often as you like and will be the caretaker for the profile. The more information provided, the more each reader will know about your facility and how to support your #PAWildsMade business.

The screenshot shows the 'Artisan-Application' form on WildsCoPA.org. The form is titled 'Fill in application form' and includes a search bar in the top right corner. The form fields are as follows:

- * Name:** A text input field with a red asterisk indicating it is mandatory. Below the field, it says: 'Please list your business or organization name here. If you are an individual artisan, please list your first name.'
- Last name:** A text input field. Below the field, it says: 'If you are a business or organization please leave this field blank. If you are an individual artisan, please list your last name.'
- e-Mail:** A text input field.
- * Phone:** A text input field with a red asterisk indicating it is mandatory.
- Profile Picture:** A 'Browse...' button followed by 'No file selected.' Below this, it says: 'Upload a photo of yourself or your business, this will be set as your member profile picture.'
- * County:** A dropdown menu with a red asterisk indicating it is mandatory. Below the dropdown, it says: 'Don't see your county listed? Sorry, that means you're not located in the PA Wilds region and cannot be a member of the Trail.'

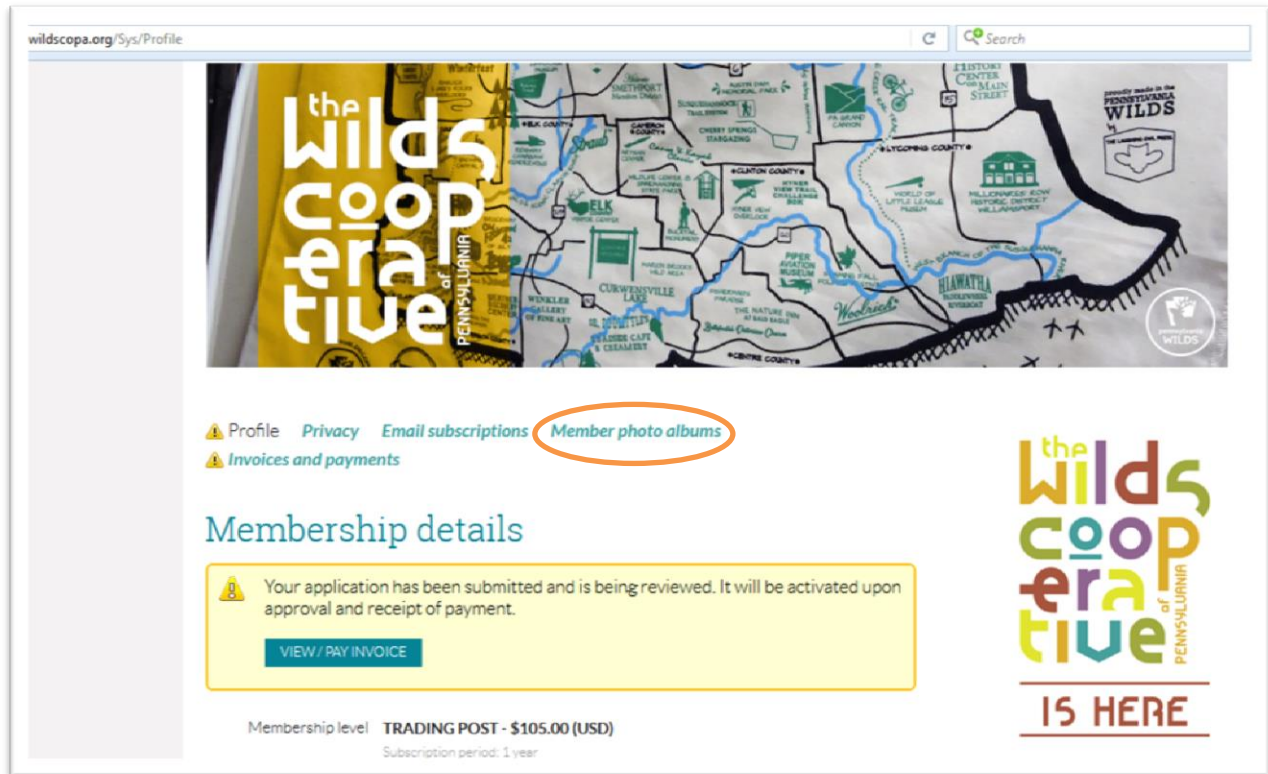
- Once your application is complete, click "NEXT" and proceed to the Review & Confirm stage of the application. Read over your answers and, when you feel satisfied with your application, proceed to the payment portion of the application process. If you select "INVOICE ME," the cost of the jury application will be invoiced via email and through your profile on WildsCoPA.org and you can pay by check via mail (mailing instructions are included on the invoice), or you can choose to "PAY ONLINE" to pay securely using your credit card.

The screenshot shows the 'Review and confirm' page on WildsCoPA.org. The page is titled 'Review and confirm' and includes the following information:

- Level:** TRADING POST - \$105.00 (USD)
- Subscription period:** 1 year
- No recurring payments**
- Total amount:** **\$105.00 (USD)**
- Payment instructions:** If you choose to pay by credit card/debit card, log into your account and choose to pay by credit. You will be directed to the PayPal site, where you can pay securely using a credit/debit card or PayPal account (for your security we do not store any credit card information on our site). If you prefer to pay by check please mail your check payable to: PA Wilds Artisan Trail, 237 Main St. Ridgway, PA 15853. Include the invoice number in the memo field. If you have any questions please contact our main office 814-772-7051.

At the bottom of the page, there are four buttons: CANCEL, BACK, INVOICE ME, and PAY ONLINE. Below the buttons, there is a section for 'Application data'.

- Next, you will be taken into the backside of your account/profile, where you can add photos of your products and business – and still have opportunities to edit your account. Details about uploading photos, and how to create albums for multiple mediums, can be found at WildsCoPA.org/Jury-Process. At this point, your application has been submitted and is being reviewed. It will be activated upon approval and receipt of payment. (In the example below, the applicant chose “INVOICE ME” in step 6; notice exclamation points prompting payment of the outstanding invoice.)



- You will be emailed updates about your account and can access your profile at any time. Once the jury review is complete you will receive notification of your membership status and your membership fee will be due before your profile can go live in the Member Directory. For more instructions on accessing and editing your profile later, visit WildsCoPA.org/Profile-Instructions.