Confere does not pay for assignments that are not conducted according to these guidelines. Guidelines and client requirements must be followed carefully while performing and reporting your mystery shop assignment.

**Preparation:**

**Location Preparation**
- Location configurations vary. Check your shopper log to be sure you understand the type of theatre you have been assigned to visit (Traditional, Fork & Screen Dine-In theatres, Cinema Suites Dine-In theatres, etc.)
- If you are assigned to conduct more than one shop visit, report each visit on the correct shopper survey form.
- Movie tickets must be purchased at the time of the shop visit. Advance purchases or online purchases are not permitted. **NOTE:** If you are assigned a location that has Dine-In auditoriums and you were assigned two (2) evaluations for your shop, you will need to purchase a ticket for a movie that is currently showing in a theatre that has this Dine-In/alcohol option. These theatres are called Fork & Screen or Cinema Suites. If you do not purchase this type of ticket, you will not be admitted into the Dine-In auditorium and your shop will not be accepted.
- Prior to conducting the shop, please call the theatre on the day of your shop to verify the bar hours of operation. Most Dine-In theatre bars open with the first show of the day, or by noon, depending on location. Remaining alcohol locations typically open the bar/cafeteria at or around 5pm, and have various closing times depending on location. Please be sure to ask the employees name to verify the information received.
- Please do not write on any receipts or movie ticket stubs. Both of these validation documents are visible to our client. No hand writing of any type should be visible.

**Shopper Preparation**
- **You must be between 21 and 28 years of age.**
- You are to place an order for an alcoholic beverage.
- You may only show your ID at the box office or for the ticket taker, if required, to obtain entrance to an R-rated movie. If you do not choose an R-rated movie, you will not need to show ID at the box office.
- **NEVER SHOW ID DURING THE ALCOHOLIC BEVERAGE PURCHASE PROCESS.** DO NOT SHOW YOUR ID WHEN MAKING ANY OTHER PURCHASES.
- **NEVER SAY YOU LOST YOUR ID IN THE THEATRE.** Simply state you don’t seem to have it, or you “…forgot it at home” or “…left it in the car.”
- We recommend either not bringing a friend or presenting yourself as being alone. This is an important part of the process, as we do not want the bartender or server to presume your age based on your friend’s age, or allow you to drink based on your friend having ID.
- If you have a guest or friend with you while conducting a shop in a Fork & Screen or Cinema Suites auditorium, please do not have them present while you conduct this portion of the shop. Any receipts submitted must be for your required/allowed purchases. **If your guest’s food and/or beverage are submitted on your receipt, your shop will not be accepted and you will not be paid for your shop.**
- If you are denied alcoholic beverage service, order a non-alcoholic beverage (bottled water, soda, shake, etc.). If the bar does not have a non-alcoholic alternative, then you may order one at the concession stand, if applicable, up to the approved reimbursement amount.

**Days, Dates and Times to Shop:**

<table>
<thead>
<tr>
<th>See your shopper log for the dates and times you accepted:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Allowed date range</td>
</tr>
<tr>
<td>2. Weekday or weekend</td>
</tr>
<tr>
<td>3. Before 4 pm or after 4 pm</td>
</tr>
</tbody>
</table>

**Validation Requirement and Reimbursement Allowance:**

**If you are not asked for ID:**
- 1. Movie ticket purchase receipt, up to $15*
- 2. One alcoholic beverage, up to $8 *(Theatres with double beverage purchase will be reimbursed up to $16 for your (2) two beverage purchases.)*

**If you are asked for ID:**
- 1. Movie ticket purchase receipt, up to $15*
- 2. One non-alcoholic beverage, up to $8 *(Theatres with double beverage purchase will be reimbursed up to $16 for your (2) two beverage purchases.)*

* Shoppers will be reimbursed for the purchase of ONE regular admission ticket to the movie of their choice. Shoppers may upgrade to 3-D, IMAX, ETX, Dolby Cinema@AMC Prime and the like at their own expense.
In the Theatre: Conducting the Mystery Shop

Video: The mystery shop report you file will be taken seriously by AMC’s management. At random, mystery shop reports will be selected by Confero and/or by AMC for audit, which will require the viewing of the security camera videotape taken at the alcohol service point referenced during the mystery shopping visit. Please prepare to conduct your audit accurately and report it honestly. Please understand that all theatres have security video surveillance. If AMC and/or Confero have reason to believe that inaccurate information has been submitted, questioned reports will be viewed on tape for accuracy.

Cell phone conversations (or answering your cell phone) are not permitted during interactions or transactions with AMC employees.

At the Box Office:
1. Purchase a movie ticket to obtain entry to the theatre. See above for allowed expenses.
2. You may only show your ID at the box office or for the ticket taker, if required, to obtain entrance to an R-rated movie. If you do not choose an R-rated movie, you will not need to show ID at the box office.
3. Proceed into the theatre to the bar or dining area as directed on the shop location assigned.

In the Theatre:
1. Locate the bar or restaurant that offers alcoholic beverage service. (Please Note: Some locations have Dine-In auditoriums. If you were assigned a shop that requires both a bar visit and Dine-In alcohol check in a Fork & Screen or Cinema Suites auditorium, try to conduct the bar area alcohol check first, and then proceed to the auditorium to conduct that portion of the shop.)
   1. Observe the following:
      o Name of bartender/server
      o Description of bartender/server
   2. Order an alcoholic beverage.
      o If you are asked for ID, do not provide one. Simply state you don’t seem to have it, or you “…forgot it at home” or “…left it in the car.” NEVER say you lost your ID in the theatre.
      o If you are not asked for ID, proceed with the alcoholic beverage purchase.
      o If you are denied alcoholic beverage service, order a non-alcoholic beverage.

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Look for these posters/signs and report on their placement. This is a very important part of your mystery shop, and incorrectly reporting their placement may result in your removal from future AMC shops.

At Non-Dine-In Theatre Locations Only:
Did you observe this policy poster at the box office, ticket drop area, lobby, and/or bar area?

At All Alcohol Locations:
Did you observe this policy insert in an 8.5” x 11” acrylic frame on the bar counter top?

At Dine-In Theatre Locations Only:
Did you observe this poster near the entrance/box office, ticket drop area, lobby, and/or bar area?
Reporting Your Shop Findings:

Submit your Survey responses online and your validation (purchase receipts) within 12 hours of your mystery shop visit. We cannot accept your shop survey without the validation receipts.

Upload your transaction receipt(s) to your survey form (via scan or digital photo). Please include your itemized receipt(s) showing the product(s) purchased. If you cannot upload your receipt (validation document), contact your scheduler for assistance within the 12 hour time frame. To contact your scheduler, go to your shop log and click in the “Help/Contact” link associated with this shop.

All information about this assignment is to remain confidential. This includes the survey questions, guidelines, results and any other criteria. All findings reported by you are the property of Confero and may not be reported elsewhere. All shopper payments are issued via PayPal. For more information about Confero’s payment policy, please visit [www.conferoinc.com](http://www.conferoinc.com) and click on “Shopper Center” then on “Getting Paid”.

Additional Client Requirements:

- You cannot be a current or former employee of AMC Theatres or a direct competitor of AMC Theatres.
- You cannot know or be related to anyone who works for AMC Theatres or a direct competitor of AMC Theatres.
- You cannot be a staff member, scheduler, or an editor for a mystery shopping company other than Confero, without Confero’s prior approval of your assignment for this project. Do NOT contact any AMC Theatres EMPLOYEE directly for any reason! If you have any questions or concerns about your assignment, about what happened during your shop, about an employee of the store, contact your scheduler immediately.