



Confero 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.

Important New Information! Please read and if any questions, please contact laural@conferoinc.com

1. Shopper Preparation

- You must be between 21 and 30 years old.
- You are required to attempt to order an alcoholic beverage.
- You may show your ID only at the box office or ticket taker if required for entry to an R-rated movie.
 - **Never show ID during any alcoholic beverage purchase or other transaction.**
- If asked for ID at the bar, politely respond:
 - “I don’t seem to have it.” or “I forgot it at home.” or “I left it in the car.” (*Do not say you lost it at theatre.*)
- If you are accompanied by someone, **approach the bar alone** to prevent staff from inferring your age.
- If you are denied alcohol service, order a non-alcoholic beverage (bottled water, soda, shake, etc.).
 - If a non-alcoholic beverage is unavailable from the bar, purchase one from the concession stand within the reimbursement limit.

2. Location Preparation

- **Movie Tickets**
 - Purchase your movie ticket in advance online whenever possible. Due to limited seating, advance purchase ensures you can attend your preferred showtime.
 - Submit proof of ticket purchase with your validation documents. Do not write on any receipts or ticket stubs.
 - You may purchase your ticket at the theatre if necessary.
- **Bar Hours Verification**
 - Call the theatre on the day of your visit to confirm the bar’s hours of operation.
 - Most bars open with the first show or by noon.
 - Some open around 5:00 PM depending on location.
 - Ask for and record the employee’s name who provides this information.
- **No Bartender Parameters**
 - Some theatres operate under “no bartender parameters.” In these cases, a manager or trained associate may serve alcohol even if no bartender is scheduled. Always ask if alcohol service is available before concluding that the bar is closed.

3. Conducting the Mystery Shop

- **At the Box Office**

- Present or purchase your movie ticket (see reimbursement rules).
- Show ID **at box office/greeter only**, if required for an R-rated film.

- **In the Theatre**

- Locate the bar or alcohol service area.
 - Record the bartender's name and description.
- Attempt to order an alcoholic beverage.
 - If not asked for ID → complete the purchase.
 - If asked for ID → politely decline ("I don't have it with me").
 - If denied service → order a non-alcoholic beverage (or from concession if needed).
 - If allowed service without ID → order an alcoholic beverage and retain proof of purchase.



- **Bar Status and Staffing**

- AMC bars (MacGuffins®) may appear open but not actively staffed.
- Determine and report:
 - **Closed:** Bar lights off, gates closed, bottles/tools are not staged.
 - **Open:** Bar lights on, bottles/tools visible, bar gates open, setup ready for service.
 - **Actively Staffed:** Bartender or trained associate (21+) is present and serving guests.
- If the bar is open but unstaffed:
 - Record if the "No Bartender on Set" 8.5x11 Insert is placed on the bar.
 - Wait a few minutes for a bartender to return.
 - Ask a nearby employee if alcohol service is available.
 - Record the name of anyone providing information or serving you.

- **BAR CLOSED OR UNSTAFFED PROCEDURE**

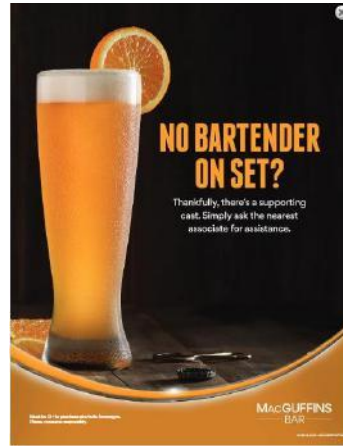
If the bar appears closed, you must follow these steps exactly. This is a client requirement.

- Ask to speak to the theatre manager. Managers are authorized to serve beer or wine, even if the bar looks closed. Request to order beer or wine once the manager arrives.
- Record the manager's name in your report. Failure to include the manager's name will result in shop rejection.
- If no manager is available or you are told the bar is closed: Record the name of the employee who provides that information.

4. Signage Verification

You must check for and accurately report the required alcohol policy signage. Incorrect signage reporting may result in disqualification.

- **Non–Dine-In Theatres:** Policy poster at box office, ticket drop, lobby, or bar area.
- **All Alcohol Locations:** Policy insert (8.5" × 11" acrylic frame) on bar countertop.



5. Video and Conduct Policies

AMC's management treats mystery shop reports seriously. Random reports may be audited by Confero or AMC, requiring review of security camera footage at the alcohol service point. Please complete your audit accurately and honestly. All theatres have video surveillance; if inaccuracies are suspected, reports will be checked against the recordings.

- All theatres have security cameras, and some reports are reviewed for accuracy.
- **Cell phone** conversations (or answering your cell phone) are not permitted during interactions or transactions with AMC employees.
- Conduct your audit honestly and professionally.

6. Decision Flow

Step	Question	Your Action
1	Ordered alcoholic beverage?	Yes
2	Asked for ID?	Politely state you don't have it – do not show ID
3	Denied service?	Order a non-alcoholic beverage
4	Allowed service?	Complete transaction and retain proof of purchase.

7. Time Frame & Validation Requirements

Days, Dates and Times to Shop:	Validation Requirement and Reimbursement Allowance:
<p>See your shopper log for the dates and times you accepted:</p> <ol style="list-style-type: none"> 1. Allowed date range 2. Weekday or weekend 3. Hours when theatre is open 	<p>If you are <u>not</u> asked for ID:</p> <ol style="list-style-type: none"> 1. Movie ticket purchase receipt, up to \$50.00* 2. One alcoholic beverage, up to \$15.00 (<i>If you leave a tip, do not tip more than 15%</i>) <p>If you are asked for ID:</p> <ol style="list-style-type: none"> 3. Movie ticket purchase receipt, up to \$50* 4. One non-alcoholic beverage, up to \$8. (<i>If you leave a tip, do not tip more than 15%</i>) <p><i>* Shoppers will be reimbursed for a maximum of ONE or TWO (w/guest) regular admission tickets to the movie of their choice. Important: Shoppers may upgrade to 3-D, IMAX, ETX, Dolby Cinema@AMC Prime and the like at their own expense. (if the theatre is IMAX only, then IMAX ticket will be reimbursed)</i></p>

8. 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/beverage receipt and movie ticket stub to your survey form (via scan or digital photo). Please include your **itemized receipt** showing the product purchased. If you cannot upload your receipt and movie stub (validation documents), 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. If you do not submit a receipt, we will not accept your shop and you will not be paid. Please ask for a receipt if one is not provided.

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.

9. 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