

# Square Credit Card Reader Program



**Trail's End and SQUARE are making it easy to grow your Popcorn Sale!**

Trail's End has partnered with Square, the leading provider in tools for every part of running a business, from accepting credit cards to sales & inventory tracking. Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.

**NEVER lose a sale because your customer says "Sorry, I don't have any cash!"  
Now you can accept credit cards with SQUARE.**

- Accepts ALL major credit cards: Visa, Mastercard, Discover, and AMEX.
- Works with iPhone, iPad, and Android devices.
- **Promotional rate of 2.4% per swiped transaction exclusively through Trail's End for 2015.**
- **No credit card processing fees on the first \$100 in sales.**
- Free, easy to use readers that are PCI-Compliant.

**To receive this exclusive rate, you must sign up through the Popcorn System.**

## **NEW SQUARE USERS: Registration Process**

1. Log into the Trail's End Popcorn System ([sell.trails-end.com](http://sell.trails-end.com))
2. On the homepage, click the Square registration link, which will take you to a page to begin registering your account.
3. Fill in your information in the blank fields, and click continue.
4. Follow the prompts, and complete the registration process.

## **EXISTING SQUARE USERS: Registration Process**

Send an email to [trailsend@squareup.com](mailto:trailsend@squareup.com) requesting the Trail's End special promotion rate. It may take up to 10 business days for the promotion to be applied to your account.

**\*For additional information about Square, visit [squareup.com/help/us/en](http://squareup.com/help/us/en)**

**\*For any issues with your Square account, including registration, contact Square: [trailsend@squareup.com](mailto:trailsend@squareup.com)**

## **FAQ:**

**I am a unit leader that registered an account through the Popcorn System, and linked my unit's bank account. How do I invite others to sell on behalf of the unit?**

Square offers a service called Mobile Staff that allows you to invite others (including Scout parents) to accept payments on your behalf. All transactions made by your mobile staff go to your registered bank account. For more detailed information, please visit Square's Support Center page at [squareup.com/help/us/en](http://squareup.com/help/us/en).

**I am a council that registered an account through the Popcorn System, and linked my council's bank account. How do I invite others to sell on behalf of the council?**

Square offers a service called Mobile Staff that allows you to invite others (unit leaders) to accept payments on your behalf. All transactions made by your mobile staff go to your registered bank account. For more detailed information, please visit Square's Support Center page at [squareup.com/help/us/en](http://squareup.com/help/us/en).

**How long does it take to get your Square reader?**

You should receive your reader within 10 days. Readers are sent out by DHL to the U.S. Postal Service for local delivery. Square will send an email confirmation as soon as your reader has been shipped.

**How do I order more credit card readers?**

Each Square user has the ability to request a Square reader during the registration process. If you need additional readers, visit [squareup.com/help/us/en](http://squareup.com/help/us/en) and fill out the Contact Us form.

Readers are also available at retail stores. For more information about locations and reimbursement, visit [squareup.com/help/us/en](http://squareup.com/help/us/en).

