



# MULHALL'S PHOTOGRAPHY PROGRAM

To our local photographers, we're so glad you're here! We know the Omaha photography community is a strong, collaborative one with a lot of support for one another and our city. It is our privilege to continue to be a shared space for you! Thank you for your continued support and respect for our store, customers and team members.

## OVERVIEW

Our photography policy at Mulhall's is aimed at anyone visiting our store with the primary intention of taking photographs and is intended to provide structure for both photographers and our team members to ensure an enjoyable experience for all.

## HOW IT WORKS

DO I NEED A LANYARD?		
PERSONAL-USE, SMARTPHONE	PERSONAL-USE, CAMERA	PROFESSIONAL-USE
<p>No. You don't need a lanyard.</p> <p>Photos taken with a smartphone camera for personal use.</p> <p>Thank you for choosing our space. Feel free to use it as needed being respectful of those around you.</p>	<p>Yes. You do need a lanyard.</p> <p>Photos taken with a designated camera for personal use.</p> <p>Please check in at our Customer Service desk in the Pavilion. We'll go through our Photography Terms + Conditions, assign you a start and end time and issue you a lanyard.</p>	<p>Yes. You do need a lanyard.</p> <p>Photos taken with a smartphone or designated camera for professional use.</p> <p>Professional use can include family sessions, commercial use photography, headshots, modeling or anything of the like. If you'll make money off the photos or their use, we consider you a professional.</p> <p>Please check in at our Customer Service desk in the Pavilion. We'll go through our Photography Terms + Conditions, assign you a start and end time, collect any fees and issue you a lanyard.</p>

DETAILS		
GROUP SIZE	STORE CAPACITY	EXCLUSIONS
<p>Unfortunately, we cannot accommodate groups larger than 15 people. We're sorry – our aisles just aren't big enough!</p> <p>Groups include everyone associated with the photo-taking session.</p>	<p>Our max capacity for photo taking is 50 people at any given time.</p> <p>We track our capacity on our Photography Sign-in Sheet located at Customer Service, and we admit new people as they leave, one for one.</p>	<p>A short list here, but unfortunately we cannot accommodate photos taken for high school dances of any size. The group sizes are not only unpredictable, but also get too big too quickly.</p>

RATES				
PHOTO PURPOSE	1 HOUR	4 HOURS	8 HOURS	ANNUAL PASS
Personal-Use, Smartphone	–	–	–	–
Personal-Use, Camera	–	–	–	–
Professional-Use	\$100	\$300	\$500	\$1,000

On the first of each month, we open up reservations for the month that is four months ahead. For example, November reservations will open on August first.

For the annual pass - you may book as many of the above time slots as you'd like within a year of purchase. Time slots are not guaranteed unless scheduled in advance.



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## TERMS + CONDITIONS

- 1. Help Keep Main Aisles Clear:** Whether you're taking a photo or just getting ready for the next one, we need your help in keeping our main pathways open. We ask that you remind your group to stand to the side as they wait. If you're taking photos across an aisle, please consider others and allow space for customers and team members to easily pass by.
- 2. Share the Space:** As some locations are especially popular for photo-taking – the truck, the poinsettia tree, the Atrium – taking just a few minutes at each spot is great. Remember our store is a shared space so privacy is not guaranteed. Please do not ask others to move to accommodate your session's needs.
- 3. Help Us Keep Things Looking Good:** We would love for you to include our merchandise and displays in your photos, but we ask that you refrain from moving things around. We put a lot of work into how our store looks.
- 4. Outfit Changing:** We ask that clothing changes be kept to a minimum. If needed, please use the public restrooms. The use of portable changing tents is not permitted.
- 5. Props, Tools, and Supplies:** Please limit the total props, tools, and supplies for your shoot to what fits on one shopping cart – and refrain from using surfaces other than the cart as a work surface.
- 6. Taking a Seat:** Please refrain from sitting on our furniture floor models – we want to ensure they're open and inviting for customers contemplating a purchase.
- 7. Respect the Light – The Natural Light, That Is:** We want you to take advantage of the beautiful lighting in our Greenhouse for your photography. To maintain the ambiance of the space, we request that external lighting not be used.
- 8. Encourage Carpooling:** For larger groups – weddings, family reunions – we recommend that your group carpool so we can keep parking available for everyone who visits our store.



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## PRIMARY CONTACT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Photo Purpose:  Personal-Use  Professional-Use *(Please provide below details.)*

## PROFESSIONAL INFORMATION *(For photos being taken for professional use, which is to say photos that will be used to make money.)*

Business Name: \_\_\_\_\_ Mulhall's Member # *(Required)*: \_\_\_\_\_

Email: \_\_\_\_\_

## HOW LONG WILL YOU BE HERE?

1 hour  4 hours  8 hours  Other: \_\_\_\_\_

## HOW DID YOU FIND US?

Word-of-Mouth  Social Media  Search Engine  TV  Radio  Other: \_\_\_\_\_

## TERMS + CONDITIONS *(initial each line)*

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By signing below you agree to the Terms + Conditions.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*