



Dealer Promotional Activity Guidelines

Overview

Dreamscreens recognizes the importance of our Dealer's promotional activities to generate product interest and create sales. The guidelines contained in this document are to assist your efforts on our behalf to effectively market and promote Dreamscreens products and to identify areas of support that are available to maximize return on activities used to generate sales.

It All Starts With A Plan

All existing Dealers and new Dealers should prepare a Promotional Plan each year. The plan will identify, over the course of a calendar year, what promotional activities you will be implementing in order to support generating new sales opportunities for your business. The plan will cover such activities as regional home shows, advertising, direct mail, etc. The plan is very important for several reasons. First, it will provide a roadmap in which to gauge and predict expected sales results for your business based upon scheduled promotional activities. Second, it will provide valuable information to Dreamscreens regarding specific levels of support needed to assist your efforts. Last but not least, the plan will help us in determining allocation of financial resources necessary to provide support as part of our overall corporate marketing budget.

We understand that every Dealer's plan will differ based upon the nature of your business, size of territory covered, regional marketing opportunities available, and budget. A good measure for developing your promotional plan is to base it on a percentage of annual sales. We suggest that the cost to implement your plan should be approximately 5% to 10% of your gross annual sales. For example, if you sell or plan to sell 250 doors a year assuming a 70/30 mix of singles vs. doubles, your gross sales including installations will be around \$100,000. This would mean that your promotional plan expense should be between \$5000 and \$10,000.

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Local Marketing Support Tools

Marketing & Promotional Materials

Dreamscreens will make available to our Dealers a variety of marketing and promotional materials designed to enhance your sales capabilities and company image. Materials such as brochures and artwork to create ads, direct mail pieces, promotional flyers and estimate sheets are offered free of charge. Other optional materials for corporate identity, displays and sales tools will be made available at a nominal charge that is less than our cost plus shipping and handling. We encourage our Dealers to take full advantage of these materials.

The Dreamscreens Co-op Program

The Dreamscreens Co-op Program is designed to provide integrated local marketing support for our Dealers in conjunction with the Marketing for Success Promotional Plan. Its purpose is to enhance joint marketing capabilities by providing increased exposure that benefits both Dreamscreens and our Dealers business activities to generate sales. Here is how the program works. The amount of eligible Co-op funding is determined by your previous years net sales of Dreamscreens product. Let's assume you purchased \$100,000 dollars of product last year. Your eligible funds available will be 2.5% of the \$100,000 or \$2500. The Dealer may use the eligible funds to pay for up to 50% of a promotional plan events cost upon approval and authorization by Dreamscreens. Examples of events include home shows, advertising and direct mail. Guidelines for participation in such events are provided later in this document.

New Dreamscreens Dealers that have not established a previous annual sales history, will be given special consideration for Co-op funding based upon territory, market potential, annual sales goals established, and sales potential for each event.

Credit for approved Co-op funds for the event will be made within 30 days of the occurrence of the event provided the guidelines for participation in the event have been met. Eligible Co-op funds may not be carried forward and must be used within the calendar year specified for events identified on your Marketing for Success Promotional Plan. The Co-op program is separate from any other special promotional activities or marketing incentives that may be offered to Dealers.

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