

TOPE has always been an active supporter in dealer open houses and pro days. TOPE will provide co-op and promotional support for all open houses that meet the following guidelines:

## **DEALER MUST BE A PARTICIPATING AD PARTNER DEALER**

### **30 DAYS NOTICE**

Please advise your Territory Manager (TM) and TOPE in writing at least 30 days in advance of your open house. Notify us by sending in the OPEN HOUSE PRE-APPROVAL FORM.

### **OPEN HOUSE MUST BE ACTIVELY PROMOTED THRU VIABLE MEDIA**

Our experience shows that professional users respond best to open houses/pro days as they buy equipment on a regular basis.

DIRECT MAIL is the best media to utilize to get the message to professional users.

Direct Mail options are outlined later in this program.

### **TOPE BRANDS MUST RECEIVE AT LEAST EQUAL BILLING TO ANY COMPETITOR**

Amount of space in ads, mailers, etc. dedicated to a TOPE brand must be at least equal to any of our competitors.

### **TOPE OPEN HOUSE PRICING MUST BE UTILIZED TO RECEIVE REBATES FROM TOPE**

TOPE participates in over 200 open houses a year. We do not have the manpower to hand-calculate discounts for dealers who wish to give a discount other than our open house pricing. This includes "save the tax" sales unless the sales tax discount is at least equal to our open house discount.

### **OPEN HOUSE EXPENSES**

All major suppliers at your dealership must participate in open house expenses equally. If a major brand in your dealership is promoted or is available for sale the day of your open house, they will be counted as a participating brand, regardless of whether or not they offer you open house support.

#### **What open house expenses are eligible for co-op?**

Advertising, food, beverages, rental of tents, tables, chairs, product give-aways, wearables.

#### **How do I calculate TOPE's portion of open house expenses?**

Add up all of the brands available for sale at your open house. Add your dealership as a supplier and divide equally. Note: Dealer can only claim ECHO and/or SCAG as brands from TOPE with respect to open house expenses.

## **ECHO 20% OFF 1 DAY PROGRAM**

ECHO allows Ad Partner dealers to have 2 1 day sales per year (Spring & Fall) where they can offer 20% OFF all ECHO equipment. Dealer will receive a 10% rebate from retail for all units sold. Note: Dealer needs to submit invoices for all units sold to receive rebate. Units must also be registered within 30 days of sale date to be eligible for rebate.

In order to qualify for this program,

### **Dealer must send an authorized 20% off mailer thru Strategic America (SA)**

No exceptions to this policy. TOPE can not authorize or offer rebates to dealers for the ECHO 20% off sale unless the SA mailing is done. Please note lead times required as shown on the SA website: [www.echodealeradvertising.com](http://www.echodealeradvertising.com)

## **DIRECT MAIL SUPPORT OPTIONS**

TOPE has several options on direct mail depending on the type of open house you are having and the TOPE brands you are promoting:

### **ECHO ONLY DEALERS:**

SA mailing for 1 day sale: Card can be somewhat customized but is limited.

-Dealer can choose from existing ECHO customers, pro prospects or both

TOPE in-house mailer: TOPE can custom design a card for you. Note: for the 20% off sale, the TOPE designed mailer does not eliminate your requirement to do the SA mailing.

We can pull dealer registrations or buy pro lists from our data source.

TOPE will not include any competitive brands on these mailers.

### **ECHO/SCAG DEALERS:**

As stated above, TOPE can create a custom mailer for you.

Our lists can either be gathered from product registrations or we can buy a pro list.

A minimum 30 day lead time is required.

### **SCAG ONLY DEALERS:**

Same as above.

Note: If TOPE deems that dealers registrations on either the SCAG site or ECHO business portal is not a viable option, we will need to buy a pro list.

**FORM MUST BE SUBMITTED MINIMUM 30 DAYS IN ADVANCE OF OPEN HOUSE**  
***(New Policy: TOPE Territory Manager must sign & submit this form)***

DEALERSHIP: \_\_\_\_\_ CITY, STATE: \_\_\_\_\_

OPEN HOUSE DATE(S): \_\_\_\_\_ 1 DAY ECHO 20% OFF: YES or NO (circle)

BRANDS REPRESENTED: (NOTE: Even if a major supplier does not offer open house assistance to you, if they are in your store and will be for sale the day of your open house, they must be included here.) Check all that apply.

\_\_\_ ECHO/SHINDAIWA \_\_\_ SCAG \_\_\_ STIHL \_\_\_ REDMAX \_\_\_ EXMARK \_\_\_ TORO

\_\_\_ HUSTLER \_\_\_ BAD BOY \_\_\_ GRAVELY \_\_\_ JOHN DEERE \_\_\_ KUBOTA

APPROX. # OF ATTENDEES EXPECTED: \_\_\_\_\_

BUDGET: We realize that actual costs will vary from budget based on actual number of attendees but please give us the best estimate you can.

\$ \_\_\_\_\_ Food & Beverages (Please give specifics)  
(Ex. BBQ plate @ \$8/person X 100 attendees = \$800)

\$ \_\_\_\_\_ Advertising (Please give specifics) Please make sure mailers/ads are pre-approved  
(Ex. SA mailing for 20% off 500 mailers @ \$350. Newspaper: 3 ads total \$600)

\$ \_\_\_\_\_ PRODUCT GIVE-AWAY (Requires pre-approval from TOPE)

\$ \_\_\_\_\_ Additional Expenses

\_\_\_\_\_  
TOPE TERRITORY MANAGER (Print name)

\_\_\_\_\_  
TOPE TERRITORY MANAGER (signature)

**Please email or fax this form to MIKE ELLIOTT @ TOPE**

**Email: [mike@topequipment.net](mailto:mike@topequipment.net)**

**Fax: 512-863-8050**