



2017 ADVERTISING & MARKETING GUIDE



TEXAS OUTDOOR POWER EQUIPMENT DISTRIBUTORS, INC
111 Halmar Cove - Georgetown, Texas 78628
(512) 863-2998 www.topequipment.net

TOPE MARKETING CAPABILITIES

Texas Outdoor Power (TOPE) is not only a state of the art distribution center but a full service advertising and marketing support system for our dealers. We can provide a wide variety of high impact displays, signage, ad layout, flyers, banners, and mailers. We have a team of experts in the field of marketing and advertising that can assist you in planning your advertising for any of our brands.

Most of our competitors offer generic or canned support materials. We can not only provide what our factories offer us, but a host of other high impact, customized marketing materials.

We want to be involved in planning and budgeting for your annual investment into promoting our brands. We can help you put together a budget and plans for Open Houses, Consumer Advertising, Professional Advertising, etc. Please call us so we can help you plan 2017.

About our team:

Director of Marketing

Mike Elliott **mike@topequipment.net** **512-863-2998 Ext. 103**

Mike has 30+ years experience in the outdoor power equipment industry. He was a Territory Manager, Sales Manager, Sales & Marketing Manager, and now serves as the Director of Marketing. Mike is also one of the owners of TOPE.

Marketing Manager

Mark Cook **markcook@topequipment.net** **512-863-2998 Ext. 104**

Mark has been in the OPE industry for 8 years. Prior to his time at TOPE, Mark worked in a family business where he handled their advertising and marketing responsibilities. Mark is the Marketing Manager for TOPE and handles Strategic America (SA) for ECHO, ECHO displays, ECHO & SCAG POP, ECHO & SCAG wearables, along with many other duties.

Creative Director

Patton Sharp **patton@topequipment.net** **512-863-2998 Ext. 118**

Patton has been with TOPE for 18 years and has extensive experience in graphics, design and programming. Patton designs our programs, banners, billboards, lite box panels, etc.

TOPE CO-OP POLICY

WHAT IS CO-OP?

Co-op as defined by TOPE policy is “any cost incurred by TOPE in providing support for ads, banners, billboards, wearables, displays, etc. that is not paid for by the dealer.”

Ex. If a display costs TOPE \$500 and we will bill the dealer \$200, the remaining balance between TOPE cost and what the dealer paid will be applied to the dealer co-op fund. In this example, \$300 would be deducted from the dealer’s available co-op.

HOW ARE MY CO-OP \$ CALCULATED?

Dealer co-op \$ are loosely based on 2% of a dealer’s anticipated purchases for the current calendar year. TOPE will look at a 3 year purchase history in order to estimate a dealer’s available co-op.

Note: Co-op is only available to Ad Partner dealers.

WHEN DO MY CO-OP \$ EXPIRE?

TOPE does not conform to the “use it or lose it” co-op approach. If a dealer has unspent co-op \$ at the end of the calendar year, TOPE will not approve co-op ads just to “use them”. Each request’s approval is based on both the co-op \$ available plus the plan or goal for the advertising. Co-op \$ do not carry over if not used.

HOW DOES MY ECHO OR SCAG AD PARTNER PARTICIPATION AFFECT MY CO-OP?

As stated previously, the difference between “actual TOPE cost” on an ad buy and what \$ the dealer contributes, is the amount applied to co-op. Each program will be different as the Ad Partner Program is 1 fee for multiple components of advertising. Please contact Mike Elliott or Mark Cook at TOPE if you have specific questions about your particular Ad Partner program and the \$ utilized from your available co-op fund.

Note: Co-op is only available to Ad Partner dealers.

HOW DOES ECHO STRATEGIC AMERICA (SA) ADVERTISING AFFECT MY CO-OP \$?

SA is a turn-key advertising web-site that is ideal for targeted advertising programs. In TOPE’s opinion and experience, direct mail and email blasts are the 2 best advertising programs to utilize on SA. There is not a separate co-op fund for SA vs. advertising outside of SA. All SA \$ utilized will be deducted from your available co-op fund.

Note: All SA ads placed by dealer are pre-approved and will be covered at 75% co-op. All ECHO ads placed outside SA will receive 50% co-op.

TOPE CO-OP POLICY

WHAT MEDIA ARE ELIGIBLE FOR CO-OP ASSISTANCE?

Please remember that main stream media such as radio, newspaper, television and billboards are the best methods of reaching the homeowner/consumer buyer. They are not cost effective in targeting the commercial landscaper.

TOPE will offer co-op assistance on pre-approved ads placed with:

NEWSPAPER • TELEVISION • RADIO • BILLBOARDS • DIRECT MAIL

WHAT MEDIA ARE NOT ELIGIBLE FOR CO-OP?

There are some traditional media and some new technology media that are not eligible for co-op assistance.

Yellow Pages

Either in print or digital, are not eligible for co-op assistance. With the advent of the Smart Phone, Yellow Pages are no longer a viable option to promote your business.

Google® Ad Words advertising

Although TOPE highly recommends utilizing Google Ad Words to get your website at the top of a customer search, customers searching the internet for an “Echo dealer” or “Echo chain saw” already know the Echo brand. Google Ad Words will just put your name ahead of other authorized Echo dealers on their search.

(Note: Although we will not provide co-op support for Google Ad Words, we can assist you in educating you on how to utilize it cost effectively.

Dealer Owned Digital Signs or Billboards

In order to provide co-op, TOPE must be able to validate exactly what is run on a digital billboard and how often it is run. This is not possible with a dealer owned digital sign.

FAIRS, FESTIVALS, RODEOS, FARM SHOWS, ETC.

Local fairs, festivals, rodeos and farm shows can be a great source for getting the name of your dealership and brands out to the general public. The one drawback is that they often run for several days and require a lot of manpower to work your booth.

TOPE will offer co-op assistance for these types of events provided they are pre-approved. To receive co-op, please submit several photos of the entire booth so we can determine what % of the total booth space was taken up by our brands.

TOPE MEDIA OPTIONS

NEWSPAPER ADVERTISING

Newspaper continues to be a viable option in some markets. Although costs are prohibitive in most major markets, we recognize that in many rural towns, readership of traditional newspapers is still strong.

All newspaper ads must be pre-approved by either Mike Elliott (mike@topequipment.net) or Mark Cook (markcook@topequipment.net) to be eligible for co-op.

To receive co-op, send a copy of the ad you'd like to place, it's size, and the \$ you are spending. TOPE will respond with a written pre-approval. Please note: We need the size in INCHES, not column inches as paper's column inches can vary.

Note: We would prefer to lay ads out for you as we have 30 years experience in the industry. Most newspapers don't know how to promote our brands properly.

GRAPHICS: Please do not pull graphics off the internet for any of our brands if you intend to use them for ads. We can supply you with anything you need or we can get you to a site to get them.

ECHO/SHINDAIWA/BEARCAT:

Email mike@topequipment.net and I can send you a DropBox link with all of the current ECHO logos, graphics and product photos.

SCAG/GIANT VAC:

Go to www.scagtech.com , Click on SALES MATERIALS along the left side of the page. Everything you need is in that section. Note: You will need to sign up to use the site.

BILLYGOAT:

Same as ECHO. Email mike@topequipment.net

RADIO ADVERTISING

As with newspaper, radio advertising can be a good choice in rural markets. Costs are generally lower and there are less stations than in major metro area. The challenge of radio is doing a good job describing our products, features, benefits and your location in under 30 seconds.

Radio Scripts: We don't recommend using "canned" radio scripts or having the station write them for you. We can normally get a custom radio script written for you within a day or two. Email Mike Elliott at mike@topequipment.net with the basics of what you are wanting to say in the script.

TELEVISION ADVERTISING

Often a very costly and confusing media because of the mix of cable and satellite options. Both ECHO & SCAG offer excellent, professionally produced tv ads that you can utilize. We do not recommend and rarely approve locally made tv spots.

TOPE MEDIA OPTIONS

BILLBOARDS

In the right location and at the right cost, Billboards can be highly effective for generating traffic to your dealership and building brand awareness. The keys to billboard advertising are LOCATION & STRONG SIMPLE MESSAGE. The higher the traffic count and the slower the traffic is moving past your billboard, the better. You have 2-3 seconds to get the customer's attention and get your message seen.

TOPE can design your billboard for you. As with newspaper, we do not recommend you allow the billboard company to design your billboard.

To get the process started, email us the location of the board, the traffic count, size of the billboard and the brand(s) you'd like to promote.

DIRECT MAIL

The best method to get your message out to the commercial user or to let existing customers know about an event or sale you are having.

The keys to direct mail are the timing on when it is delivered, the size of card and simplicity of message, and the quality of your mailing list.

TOPE has many options to help you with direct mail:

Strategic America (SA): ECHO Ad Partner Dealers only

SA is a dealer customized advertising web-site for ECHO Ad Partner Dealers. All of the dealers pertinent information is on their private portal, including all current registered ECHO & Shindaiwa customers, broken down by PRO or Homeowner. All prospects within roughly a 15 mile radius of the dealer's store address. Note: It is imperative that dealers accurately register all ECHO and Shindaiwa products sold on the ECHO business portal. (Not on www.echo-usa.com) This is where all of your current user data is populated.

Note: Please note lead times on SA. The date shown for mailing will show you THE WEEK the mailer will be delivered, not the exact day. (Date is a Monday)

TOPE In-House Direct Mail:

TOPE can custom design commercial direct mailers and open house mailers for you. We have a great source for printing and mailing as well.

Contact Mike Elliott to discuss the goal and design of your mailer.

Mailing lists:

2 options:

1. Dealer can provide a clean, proofed mailing list in 5 column Excel format. (1. Name 2. Address 3. City 4. State 5. Zip Code)
2. TOPE can buy a list from our data source. (some cost incurred by dealer)

We would prefer not to use ECHO Business Portal registrations as the labor cost of cleaning up the list, deleting duplicates, etc. is very high.

PLEASE ALLOW 30 DAY LEAD TIME BEFORE YOUR EVENT FOR DIRECT MAIL

TOPE MEDIA OPTIONS

BANNERS

TOPE will always have factory designed and produced banners for our dealers, but we also realize that there is a need for custom banners to advertise specific promotions, models and brands. We have extensive experience in designing banners and have a great source for high quality, yet inexpensive banners.

Sizes: We can print up to 7'10" high and up to 50' wide.

LITE BOXES & REPLACEMENT PANELS

TOPE has been offering lite boxes for many years. These 4 panel, 2' tall X 8' wide lite boxes are great eye catchers to highlight key products and promos.

TOPE will offer replacement sets for panels at least 1x/year in order to keep the look fresh and models current.

LIGHTED OUTDOOR SIGNS

Contact Mark Cook at markcook@topequipment.net

TOPE offers outdoor lighted signs for both ECHO & SCAG. Signs are available in 2 sizes with a variety of hanging options depending on your store's needs.

3'X6': Standard sign with ECHO or SCAG logo.

4'X6': 1' tall panel across the bottom that can be personalized for your store.

-Most dealers put SALES & SERVICE across the bottom.

Allow 6-8 weeks for delivery.

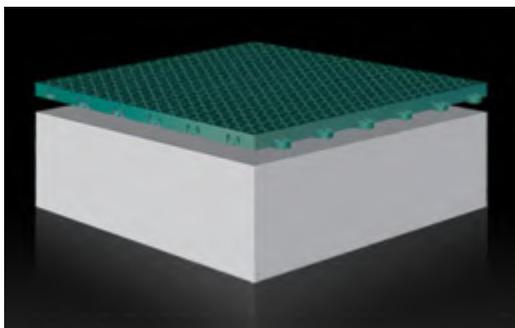
Sign will be billed with 90 day terms. Co-op is available. (See your TOPE TM)

Once dealer has installed the sign, take a photo of it and send it to TOPE, attn. Mark Cook to receive co-op.

SCAG SPORTCOURT FLOORING

TOPE wants SCAG mowers to stand apart on your showroom floor and be the best looking area of your mower displays. We offer a complete floor display system that includes flooring, x-frame banners, sign stands and signs to make your SCAG display a self-selling stand alone area.

Please talk to your TOPE TM to get the Sportcourt Program and co-op details.



TOPE MEDIA OPTIONS

ECHO EQUIPMENT DISPLAYS

TOPE offers high quality professional looking lighted displays from Madix company. Displays are 4 feet wide and are available from 8 feet tall – 10 feet tall in 6 inch increments. Displays are lit with long lasting LED lights and can be ordered with a variety of racks and shelving to hold nearly all ECHO equipment. (Note: Power Pruners are too tall for these displays, but TOPE does offer a special Power Pruner display.

To order these, get with your TOPE Territory manager to get costs. These displays will be sold to dealer at co-op pricing with extended dating.

Note: Please allow up to 8 weeks for delivery of displays.



TOPE BANNER SAMPLES



TOPE BILLBOARD SAMPLES



LONGVIEW
LAWN & GARDEN
EQUIPMENT

ECHO
Outdoor Power Equipment

5 year
Consumer
Warranty

HWY 80 - 4 BLOCKS ON RIGHT

868-753-9874 - longviewlawn.com



SCAG
COMMERCIAL MOWERS

NOTHING
CUTS LIKE A SCAG

TURN LEFT **AUTO MART**
AUTOMOTIVE & OUTDOOR



ECHO
Outdoor Power Equipment

MILLER POWER EQUIPMENT
3227 Old Jacksonville HWY

1 MILE AHEAD (903)592-7201

5 year
Consumer
Warranty



Peddlers
Outdoor
Hearth & Home

SCAG
COMMERCIAL MOWERS

NOTHING
CUTS LIKE A SCAG

AHEAD ON LEFT

TOPE AD SAMPLES

ECHO Outdoor Power Equipment

FALL CLEAN-UP SALE
GREAT DEALS ON THE TOP RATED CHAIN SAW & TREE TRIMMERS IN THE INDUSTRY

FREE **\$50** TRADE-UP AND SAVE THIS FALL
WITH ANY ECHO CHAIN SAW

PRO GRADE CHAIN SAWS STARTING @ JUST **\$199.99**
5 year Consumer Warranty

FREE **\$50 VALUE** Embroidered Cap, Safety Goggles, Heavy Duty Gloves
WITH ANY ECHO CHAIN SAW 20" OR LARGER

PRO GRADE TREE TRIMMERS STARTING @ JUST **\$399.99**
5 year Consumer Warranty

ESP POWERSPORTS 2002 New Boston Road
CERTIFIED TECHNICIANS ON SITE Texarkana (903) 255-7873

SCAG
COMMERCIAL MOWERS

A ZERO-TURN MOWER FOR EVERY APPLICATION
Starting @ Just **\$4,199**

0% Financing Available
AUTO MART
AUTOMOTIVE & OUTDOOR
804 W BANKHEAD ST - NEW ALBANY
662.534.2258
automartauto.com

ECHO Outdoor Power Equipment

NATIONAL SALES EVENT
SAVE \$20

\$149.99
After \$20 Instant Savings

PB250LN HANDHELD BLOWER
GT225 CURVE SHAFT TRIMMER

ECHO'S #1 SELLER
SRM225 STRAIGHT SHAFT TRIMMER
JUST **\$199.99**
AFTER \$20 INSTANT REBATE

5 year Consumer Warranty

ECHO Outdoor Power Equipment

shindaiwa

5 year Consumer Warranty

NOTHING CUTS LIKE A SCAG

SCAG COMMERCIAL MOWERS

OKLAHOMA CITY 3733 NW 10th St 405.946.9828
SMITH FARM & GARDEN
Est. 1959
TULSA 5606 S. Garnett Rd 918.665.3364
www.smithfarmandgarden.com

TOPE DIRECT MAIL SAMPLES

4 **2016 OPEN HOUSE SALE**

FOUR BROTHERS
OUTDOORPOWER
ROYSE CITY, TEXAS

FEBRUARY 26

ECHO Outdoor Power Equipment

shindaiwa

SCAG
COMMERCIAL MOWERS

FOUR BROTHERS OUTDOOR POWER
2324 EAST A ST
ROYSE CITY, TX 75149

972.636.2963

FEBRUARY 26
11:00am - 8:00pm

- *1 DAY ONLY SPECIAL PRICING
- *FACTORY REPS ON HAND
- *LUNCH SERVED AT NOON
- *SPECIAL 0% FINANCING

20% OFF
ECHO & SHINDAIWA EQUIPMENT

ECHO 20% OFF
ALL ECHO & SHINDAIWA EQUIPMENT

Outdoor Power Equipment

All ECHO products are backed by a full **5 YEAR CONSUMER WARRANTY.**

Dare to compare to our leading competitor's 1 & 2 Year Warranties!!

5 year Consumer Warranty

www.fourbros.com

TIGER CAT HOMEOWNER & COMMERCIAL

CHECK OUT THE 2016 SCAG ZERO-TURN MOWER LINE-UP

ABC LAWN & LANDSCAPE
123 Main Street
Austin, Texas 78759

ALL SEASONS FARM EQUIPMENT

SPRING SALE

ALL SCAG MOWERS ON SALE

MARCH 21-25

SCAG
COMMERCIAL MOWERS

ALL SEASONS FARM EQUIPMENT
9476 COUNTY FARM ROAD
GULFPORT, MS 39503

228.831.0002

- *5 DAYS ONLY SPECIAL PRICING
- *SPECIAL 0% FINANCING

All Mowers Fully Serviced and Ready to Go to Work

CHECK OUT THE ENTIRE LINE-UP OF SCAG ZERO-TURN MOWERS
A mower for every application.

SCAG has built a reputation over the past 30+ years of building the toughest, best cutting, and easiest to service zero-turn mower in the industry. **LOOK CLOSELY AND DARE TO COMPARE WITH ANY OTHER MOWER.**

www.allseasonsfarm.com

HOURS
M-F: 8a-5p SAT: 8a-Noon

LIBERTY

\$3,999
ON-SALE!
LIMIT ONLY

5200 VALUE
NO FINANCING
NECESSARY

ABC LAWN & LANDSCAPE
123 Main Street
Austin, Texas 78759

TOPE X-FRAME SAMPLES

24" Wide X 63" Tall

Can be custom designed for any TOPE brand

SCAG
COMMERCIAL MOWERS

0% FINANCING AVAILABLE

VELOCITY⁺
PLUS
CUTTER DECK
INDUSTRY'S BEST CUT

CAST IRON BLADE SPINDLE

ULTIMATE IN DURABILITY
TAPERED ROLLER BEARINGS

3 DECK & SPINDLE YEAR WARRANTY



SCAG
COMMERCIAL MOWERS
PATRIOT
USA SCAG

*TRUE COMMERCIAL-GRADE.
INCREDIBLE VALUE.*

Fast - Up to 10mph
Powerful - Available with 22hp or 23hp
Kawasaki Engine
Long Running - 6.5 Gallon Gas Tank
Productive 58" or 61" Deck
Service - 2 Year Commercial or 3 Year
500 hr. Homeowner Warranty




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SCAG
COMMERCIAL MOWERS
**YOU CAN
HAVE IT ALL**
CHEETAH

UP TO
16mph

OPERATOR'S
SUSPENSION
SYSTEM



**GREAT CUT
QUALITY**

