



OMIX-ADA, Inc.



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## 2016 – 1st Quarter Promotion

250 Rugged Ridge products, offering your customers great deals on popular seasonal products and more, including truck floor liners, covers, hardtop insulation kits, etc. On many items, we are LOWERING jobber and MAINTAINING LRAP to provide you with better margins.

Our goal is to help you grow your business by promoting the best deals on Rugged Ridge. Only a few select Rugged Ridge distributors will be allowed to participate in these promotions. These are the requirements to participate:

- Promote Rugged Ridge truck floor liners specifically:
  - **REQUIRED:** Load ALL Rugged Ridge truck floor liner SKUs on your website and third party marketplace listings, at no less than LRAP, by 1/1/2016.
  - **REQUIRED:** Must place a Rugged Ridge truck floor liner banner on your website's main landing page for the product category or on your homepage.
  - **REQUIRED:** A minimum of one e-mail per month promoting Rugged Ridge truck floor liners to your customer base. [sales@omix-ada.com](mailto:sales@omix-ada.com) must be copied on the e-mail distribution.
  - Meet at least three of the following:
    - Have Rugged Ridge truck floor liners appear at the top of search results on your website when consumers search for the general product category.
    - Maintain stock of at least 10 Rugged Ridge truck floor liner SKUs at any company brick and mortar location(s). Must send photos to [sales@omix-ada.com](mailto:sales@omix-ada.com) for verification. Ask your sales rep for information on truck floor liner POP towers if you do not have one.
    - Post a product demonstration video of Rugged Ridge truck floor liners to your website.
    - Promote the availability of the Rugged Ridge consumer rebate if the consumer buys matching rear and front liner sets.
    - Promote Rugged Ridge truck floor liners at least once per month through all of your active social media platforms.
  - *These requirements do not include Jeep floor liners, as this promotion is strictly for truck floor liners.*
  
- Promote Rugged Ridge items on promo to your customers, notably highlighting ones with reduced LRAP:
  - **REQUIRED:** Load ALL promotional SKUs on your website or third party marketplace listings at the reduced LRAP by 1/1/2016.
  - **REQUIRED:** A minimum of one e-mail each month, separate from the truck floor liner e-mail, promoting the sale on Rugged Ridge to your customer base. [sales@omix-ada.com](mailto:sales@omix-ada.com) must be copied on the e-mail distribution.
  - **REQUIRED:** Promote the sale on Rugged Ridge at least once per month through all of your active social media platforms.
  - Meet at least one of the following:
    - Post a product demonstration video of a Rugged Ridge LRAP-reduced item to your website or social media.
    - Promote the sale with promotional signage at any brick and mortar location. Must send photos to [sales@omix-ada.com](mailto:sales@omix-ada.com) for verification.
    - Promote the availability of the Rugged Ridge consumer rebate on any item over \$150.

*Notify your sales rep of your commitment to participate by 12/25/15. Stock orders for qualified promo items **must** be received by Omix-ADA no later than 3/15/16, with Omix allowed to ship prior to close of business 3/29/16. Only one large stock order per shipping address will be allowed in March.*