



OMIX-ADA, Inc.

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# RUGGED RIDGE / ALLOY USA

## “THE BIG PROMO”

### MARCH-JUNE 2016

To receive lowered jobber prices on over 1,000 SKUs, you must commit to doing the following:

1. Publish ALL promotional SKUs on your website or third party marketplace listings at the reduced LRAP from as early as 3/1/2016 to no later than 6/30/2016. Promotional pricing only available for the dates you publish the reduced LRAP.
2. A minimum of one e-mail each month promoting the sale to your customer base. [sales@omix-ada.com](mailto:sales@omix-ada.com) must be copied on the e-mail distribution.
3. Promote the sale on Rugged Ridge on your website with a banner placed on your homepage at least one week each month and any section dedicated to sales and promotions.
4. Promote the sale on Rugged Ridge at least once per month through all of your active social media platforms.
5. Post a product demonstration video of at least three Rugged Ridge LRAP-reduced item to your website or social media. Consult your sales rep for available videos or feel free to produce your own.
6. 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.
7. Promote the availability of the Rugged Ridge consumer rebate on any item over \$150 on all product pages

***If you have other creative ideas (including use of Marketing Allowance Rewards if available) to promote the sale in place of any of the above requirements, please consult your sales rep for consideration.***

*Notify your sales rep of your commitment to participate by 3/25/16. Stock orders for qualified promo items **must** be received by Omix-ADA no later than 6/15/16, with Omix allowed to ship prior to close of business 6/29/16. Only one large stock order per shipping address will be allowed in June.*