



OMIX-ADA, Inc.

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# RUGGED RIDGE / ALLOY USA YEAR-END SELL-ABRATION

## Q4 2016

To receive lowered jobber prices on 1,500 SKUs, please provide the following:

1. Publish ALL promotional SKUs on your website or third party marketplace listings at the reduced LRAP from as early as 10/1/2016 to no later than 11/1/2016. Reduced pricing is 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 homepage banner or similar callout.
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 promotional items to your website or social media. Some existing videos may already be available through Rugged Ridge. Contact your sales rep.
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 10/31/16. Stock orders for qualified promo items **must** be received by Omix-ADA no later than 12/15/16, with Omix allowed to ship prior to close of business 12/31/16. Only one large stock order per shipping address will be allowed in December.*

### **Add-ON Promotions** (must enroll in the item discount program above to qualify)

- Receive 5% back on net purchases of all Omix-ADA branded items made during October 2016.
- Receive free freight on body tubs and body kits to the lower 48 states during Q4 2016.
- Savings from each Add-ON Promotion will be issued as a credit following the close of each period.
- Please notify your sales rep of your intention to participate in each Add-ON promotion