

## **SPORTS SPECIALISTS' DEALER SHOW**

### **Cash Back Promotions**

The "Cash Back" promotion is a very popular promotion at our show, and has proven to be a very effective way to generate excitement (and orders). The Cash Back dispensed represents an instant reduction of the purchase price as the cash is given to the dealer instead of further reducing the price. **If you are planning to do such a promotion in your booth at our upcoming show, please make sure you read and understand this explanation** of how the promotion works at our show.

#### ***Who absorbs the cost of the promotion?***

Generally the factory absorbs the cost of the promotion through a promotional contribution "over and above" the show special pricing or show discounts that Sports Specialists receives. At our option, we may decide to increase the amount of the factory's "cash back" by adding all or part of our show order discounts instead of discounting the show price of certain items. Do not plan on using our show discount to fund the factory's portion of the Cash Back promotion as we may be reflecting show specials in the form of pricing or other considerations. List on the Show Promotions Form only "cash back" that the factory is absorbing over and above our show special pricing or discounts.

#### ***Who brings the cash to the show to distribute to dealers placing qualifying orders?***

Unless you make arrangements in advance with Tom Ducrest to have Sports Specialists "front" the cash, you must bring the cash with you to the show to award to dealers. If Tom Ducrest agrees to front the cash for you, then Sports Specialists will bring cash to the show to distribute to the dealers in the promotion.

#### ***Who actually gives the cash to the dealers?***

If you bring your own cash and Sports Specialists is not contributing any cash to the Cash Back promotion in your booth, then you will give the cash to the dealers placing orders in your booth. If Sports Specialists is "fronting" the cash or contributing to the cash for the promotion in your booth, the dealer will receive the cash from Sports Specialists' personnel in the "Cash Back Cashier" booth.

#### ***The "Cash Back Cashier"***

In booths where Sports Specialists is "fronting" the cash, factory representatives will take dealers' order tear strips, calculate the amount of cash back due to the dealer, and complete 3-part Cash Back voucher that instructs Sports Specialists personnel to distribute the cash to the dealer. We will supply applicable booths with a supply of vouchers before the start of the show. Booth personnel will complete the voucher ***and must sign in the appropriate field on the voucher to make it valid.*** When a voucher is issued, booth personnel will keep the pink copy of the voucher and give the white and yellow copies to the dealer. The dealer can then take the voucher to the "Cash Back Cashier" to redeem for cash or credit memo. Booth personnel will staple the pink voucher copy to the dealer tear strips (and drop ship order, if applicable), and place them in the order envelope in the booth for Sports Specialists personnel to pick up.

#### ***What documentation do you need to accumulate during the promotion?***

If you are bringing your own cash to distribute to dealers, then the level of documentation you keep is up to you. If Sports Specialists is "fronting" the cash for you or otherwise participating in your Cash Back promotion, then you need only accumulate the dealers' orders (tear strips and drop ship orders), attach them to the pink copy of the voucher, and place them in the booth's order envelope. The Cash Back Cashier will require the dealer to sign the voucher copy indicating that the cash has been paid or that a credit memo has been requested.

***How do you know the dealer actually submits the qualifying order (for which cash is being disbursed)?***

When a qualifying order is placed, you should take possession of the dealer's order (catalog tear strips or drop ship order forms) to determine the amount of the cash back earned. You should attach the pink voucher copy to the dealer's order and place it in your booth's order envelope. Orders are periodically picked up by Sports Specialists team members during the show. If the order is subsequently changed by the dealer before we pick it up, then you will need to change the amount on the Cash Back voucher (all three copies). **Note – if a customer wants to review or change his order, you may not return the order tear strips to him unless he gives the voucher back. If the order is changed, the amount of the voucher needs to be recalculated. If a customer wishes to change (or review) an order for which he already redeemed a voucher, he must work through the show registration desk.**

***If Sports Specialists "fronts" the cash for your booth how do you "settle up" after the show?***

On Thursday afternoon after the show concludes, please make sure all pink copies of Cash Back vouchers have been submitted to Sports Specialists personnel (preferably attached to the order tear strips). In the days following the show, we will reconcile the vouchers redeemed at the Cash Back Cashier to the pink copies and orders turned in by the booths. Any vouchers paid out to dealers at the Cash Back Cashier for which orders are not submitted in the order envelopes, and any miscalculation of the cash back amounts written into the vouchers will be the responsibility of the factories. After calculating the totals of vouchers redeemed, we will send you an email that includes a list reflecting the vouchers redeemed (dealers and amounts), and notifying you of the debit memo that is being set up to deduct the amount due from the next payment to the respective factory.

NOTE – do not "freelance" and decide to issue a Cash Back voucher for a factory that has not made advanced arrangements with Tom Ducrest to be part of the Cash Back promotion. If a voucher is presented at the Cashier in the name of a factory that is not part of the promotion, that voucher will not be honored.