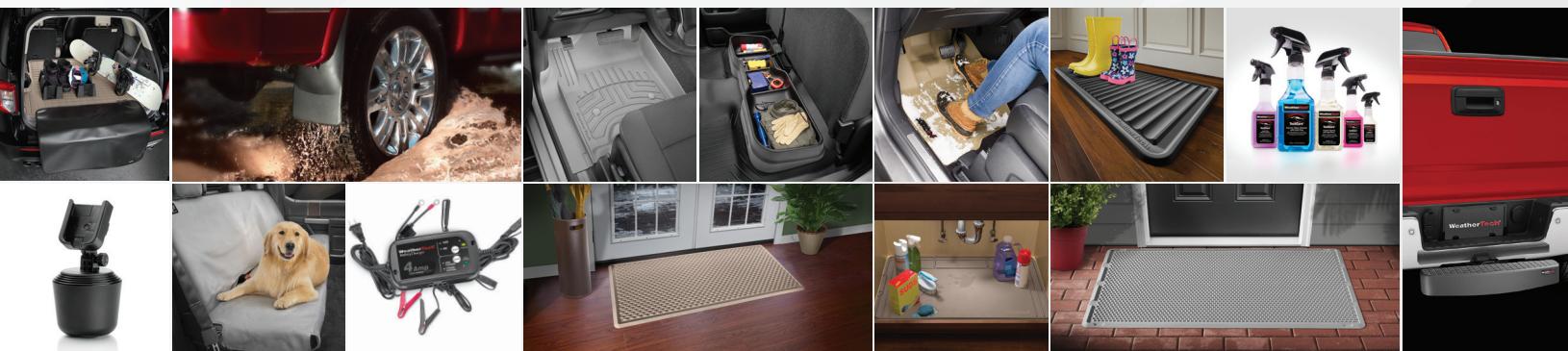


# MIX & MATCH ANY WEATHERTECH® PRODUCTS

**PLACE A \$500 ORDER****GET 2 FREE PACKS OF FLOORLINER™ COASTERS (8 PCS)****PLACE A \$1000 ORDER****GET A FREE DESKFONE™****PLACE A \$1500 ORDER****GET A FREE WEATHERTECH® HOODIE + 2 PACKS OF FLOORLINER™ COASTERS (8 PCS) OR A DESKFONE™**

**Rules of promotion:** Qualifying order must be on one invoice and be for merchandise only. Proof of purchase is required. Copies of qualifying invoice and corresponding order form should be sent to Krystine Koson at [krystinek@weathertechcanada.com](mailto:krystinek@weathertechcanada.com) or faxed to 905-667-6211 by April 8<sup>th</sup>, 2020.



**|| Canada**

# DIAMOND DEALER

## 2020 First Quarter Promotion

Valid Jan 13<sup>th</sup> through Mar 31<sup>st</sup>, 2020

# ORDER FORM

<b>WeatherTech Distributor</b>	
<b>Vendor Name</b>	
<b>Vendor PO #</b>	
<b>Contact Name</b>	
<b>Phone Number</b>	
<b>Address</b>	
<b>City &amp; Postal Code</b>	
<b>Free Item(s) / Part #</b>	

## Rules of Promotion:

Qualifying order must be on one invoice and be for merchandise only. Proof of purchase required. Copies of qualifying invoice and corresponding order form should be sent to Krystine at [krystinek@weathertechcanada.com](mailto:krystinek@weathertechcanada.com) or faxed to 905-677-6211 by April 8<sup>th</sup>, 2020.

May 2019

## DIAMOND DEALER PROGRAM

### Why Become a Diamond Dealer:

Many Canadian shoppers prefer to see the product before purchasing. When they are looking for a dealer on WeatherTech.ca we need to be sure the Dealer has representation of our products.

Benefits:

- Placement on WeatherTech Canada's website in the 'Dealer Locator'
- Free POP display (countertop display)
- Direct email with new product and application updates
- Exclusive Dealer promotions
- Qualifying order is sellable product
- All Dealer location requests on the WeatherTech retail phone lines are directed to Diamond Dealers using the Dealer Search on our website
- Names on Dealer list on the website constantly rotating so there is no permanent order
- WeatherTech.ca has approximately 400 unique visits per day to the 'Dealer Locator' alone. (600+ including repeat viewers)

### Suggested Qualifying Order:

Three WeatherTech product lines are required with one being FloorLiners. The MudFlaps and CargoLiners suggested below can be substituted for other WeatherTech products. An inventory of these products must be maintained in order to remain on the 'Dealer Search'

- 6 – FloorLiners (required)
- 4 – No-Drill MudFlaps
- 2 – Cargo Liners

OR

- 4 - CargoTech™, BumpStep™, TechCare™, ClearCover®, ClearFrame™ or PlateFrame™ or TechLiner™

Weathertech.ca helps consumers locate a dealer and the Diamond Dealer Program ensures the Dealer has a representation of products for the consumer.

May 2019

**DIAMOND DEALER SIGN-UP PROCEDURE****Distributor and/or Retailer to have the Diamond Dealer form completed:**

- Top half of page two of the form must be completed with the information the retailer would like on the 'Dealer Locator'. Please make sure this is legible to prevent errors.
- Also stipulate 'Warehouse Distributor' and 'Distributor Sales Rep' that is setting up the retailer
- Bottom half of form may be used to write the order
- Also list the POP material requested. These are found at the back of our distributor catalog (counter top displays); suggest PDA0005 (FloorLiner)

**Distributor and /or Retailer will have to supply WeatherTech® Canada with the completed Diamond Dealer form and a copy of the invoice showing the purchase of the qualifying products:**

- Krystine Koson [kkoson@weathertechcanada.com](mailto:kkoson@weathertechcanada.com) or
- Fax to 905-667-6211 attention Krystine

**WeatherTech® Canada will then:**

- add the retailer to the 'Dealer Search'
- email a confirmation to the retailer, 'cc' the WD salesperson listed on the form and the WD main contact on behalf of you, the WD
- send a distributor catalog, POP material requested and Diamond Dealer window decal and Diamond Dealer poster
- add email address to Diamond Dealer list for updates and promotions

Any questions on this program please contact Krystine at

[kkoson@weathertechcanada.com](mailto:kkoson@weathertechcanada.com)

Phone 888-905-6287 ext 2306

Fax 905-667-6211