

WeatherTech®

DIAMOND DEALER

2020 FIRST QUARTER PROMOTION | JAN 13TH - MAR 31ST

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 or faxed to 905-667-6211 by April 8th, 2020.

ORDER FORM

Item Description	Part Number	Quantity

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

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 or faxed to 905-677-6211 by April 8th, 2020.

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 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

Phone 888-905-6287 ext 2306

Fax 905-667-6211