



Important Information:

eMeyer Mega Show: February 21st through March 18th, 2011.

Meyer Distributing Partner:

Based on the tremendous success of last year's show, Meyer Distributing will again be holding the eMeyer Mega Show in a virtual format.

In consideration of a virtual format, manufacturers will see the following benefits, saving you thousands:

- Reduced travel expenses, no hotel costs, transportation.
- No out of office staff.
- No booth rental fees, move-in, move-out.
- No scheduling conflicts.
- Full participation from our customer base nationwide.
- More support for pricing and promotions by reducing participation costs.

Customers gain benefits of:

- Longer buying time spanning weeks instead of hours or days.
- No costs associated with accommodations, travel, and time away from store.
- Deeper deals and promotions from manufacturers.
- Overall convenience of open participation.

Promotional Opportunities:

eMeyer Mega Show has additional promotional programs available to manufacturers on a first come, first serve basis. These levels are broken into tiers with the top two tiers in a non-compete format. Simply stated, there is only one Platinum and Gold sponsorship available for each category. Silver and Bronze level sponsorships do NOT receive the benefit of participation protection from non-competing lines. All manufacturers are subject to a minimum participation level of \$1,150 to be a part of this show. This fee is non-negotiable.

As a Manufacturer, your products will be showcased and promoted in one of the strongest shows in the industry. Promotions, specials and prices are paramount to customer participation. Please complete the information on the following worksheet allowing Meyer Distributing to compile and present your offerings to the attendees. Your cooperation is essential to the success of your product line sales. If you have price policies or MAP programs, please note and attach the relevant documentation.

Regards,

Nick Gramelspacher
National Sales Director

nick.gram@meyerdistributing.com
800.MeyerUSA ext. 6305

Jason Braun
Executive Vice President

jason.braun@meyerdistributing.com
800.MeyerUSA ext. 6351



eMeyer Mega Show Participation Levels

Platinum Participation Level

\$5,000

Sponsorship includes the following:

- Double rotations of on-hold promotional message(s) beginning 1 month prior to show launch and the entire duration of the show. (text or .mp3 file(s) must be supplied)
- Double banner rotation on emeyermegashow.com linking directly to B2B eCommerce site beginning 1 month prior to show launch and the entire duration of the show.
- Direct email to global customer base (Hot List format) weekly. (4 appearances)
- Direct email to global customer base (Weekly Dispatch format) 1 month prior to show launch and the entire duration of the show. (8 appearances)
- MANUFACTURER LOGO WILL APPEAR ON ALL MEYER CUSTOMER ORDERS FOR THE ENTIRE DURATION OF THE SHOW.

No Competing Lines

Gold Participation Level

\$3,250

Sponsorship includes the following:

- Single rotation of on-hold promotional message beginning 2 weeks prior to show launch and the entire duration of the show. (text or .mp3 file must be supplied)
- Single banner rotation on emeyermegashow.com linking directly to B2B eCommerce site beginning 1 month prior to show launch and the entire duration of the show.
- Direct email to global customer base (Hot List format) weekly. (4 appearances)
- Direct email to global customer base (Weekly Dispatch format) 2 weeks prior to show launch and the entire duration of the show. (6 appearances)

No Competing Lines

Silver Participation Level

\$2,250

Sponsorship includes the following:

- Single rotation of on-hold promotional message running the duration of the show. (text or .mp3 file must be supplied)
- Single banner rotation on emeyermegashow.com linking directly to B2B eCommerce site for duration of the show.
- Direct email to global customer base (Weekly Dispatch format) for the duration of the show. (4 appearances)

Open To All

Bronze Participation Level

\$1,150

Sponsorship includes the following:

- Single banner rotation on emeyermegashow.com linking directly to B2B eCommerce site for duration of the show.
- Single inclusion in direct email to global customer base (Weekly Dispatch format). (1 appearance)

Open To All



Please complete this worksheet and return to eMeyer Mega Show @ emms@meyerdistributing.com or by fax to: 866.922.9986 by 12/15/2010.

Manufacturer Company Name: _____ Date: ____/____/____

Manufacturer Agent Printed Name: _____

Manufacturer Agent Signature: _____

Circle One Participation Level: (Platinum) (Gold) (Silver) (Bronze)

Preferred Payment Method: _____

General Terms:

These terms and conditions are implemented to promote strong sales and participation. As a sponsoring participant you are expected to provide the following additional support:

- Pre and Post Order Additional Discounts to fill event demand and move volume.
- "Door Prizes", giveaways or drawings to promote a strong event. Meyer Distributing will provide sales intelligence for drawings and promotions. We will be including all drawing results with daily updates and weekly emails providing additional exposure regardless of sponsorship level.
- Payment Terms in addition to current agreed Meyer Distributing payment terms.

Additional Discount:

Circle One: (5%) (7.5%) (10%) (12.5%) (15%)

Order Size: \$_____

Door Prize:

(Please be specific. For example: TV, Product, iPod, Power Tools, Airfare, Cruise, etc. Door prize to be shipped / provided to Meyer with preshow order.)

Payment Terms:

Please circle payment term below.
Please note: payment terms indicated below are in addition to current Meyer Distributing payment terms.

30 Days	60 Days	90 Days	120 Days
----------------	----------------	----------------	-----------------