



As a Showplace dealer, you can help your business by promoting Showplace cabinetry. And since your promotion of Showplace products also benefits us, we have created the Dealer Marketing Support (DMS) program to help you. In simplest terms, your DMS resources grow with each Showplace order you sell. *Use these resources in several different ways to help offset the costs of promotion.*

How your DMS resources grow: When you sell a Showplace order, we will earmark some of that money for your DMS account. Two and one-half percent (2-1/2%) of each paid invoice (at FOB factory cost) is credited to your DMS account. This amount can be used right away. Your Showplace account must be current to access any DMS resources.

Based on your feedback and requests, DMS funds are no longer split into separate advertising and sales aid portions. All paid invoices will accrue at 2-1/2% into a single fund that may be used for qualifying expenditure reimbursements in both advertising and sales promotion categories.

**Advertising and DMS:** To qualify for DMS support, your ad must mention Showplace cabinetry. The Showplace logo must appear in print ads. Showplace must be mentioned in radio or TV scripts.

If Showplace is the only brand mentioned in the ad, you can use DMS resources to pay for 50% of its cost. Send us copies of the ad or script, and the invoices involved, to receive your reimbursement. Use our "Marketing Support Distribution Request" form (on the back of this page), and make sure you send it all in within 90 days of the ad's last run.

If your ad mentions other brands or products, you can access DMS in proportion to the share of the ad that promotes Showplace. For instance: If half your ad is devoted to Showplace, and half to other products, you can apply your DMS resources to half the cost of the ad. This means you would be reimbursed for 50% of half the cost, or 25% of the ad cost. Showplace will make the final determination on proportions.

**Sales promotion and DMS:** Advertising is just one component of promotion. Sales aids are also very important promotional tools, and your DMS resources support these, too. Sales aids that qualify include Showplace displays, literature, color chips, door samples, and other Showplace showroom materials and sales tools.

Other qualifying expenditures include:

- Travel expenses incurred to attend dealer training in our Harrisburg, SD facility (airline expenses or vehicle mileage at the current IRS rate per mile).
- Wearables with the Showplace logo which are purchased directly from Showplace.
- Design and printing costs of the Showplace Custom Dealer Brochure program.

- Showroom signage using the Showplace logo. (Submit design for approval prior to producing.) Expense may be prorated if other brands are included.
- Trade show floor space expenses if Showplace product and logo is displayed. Submit floor space contract and photo for approval.

You can use available DMS resources to pay for 50% of these expenditures. Other sales aids may qualify as well, if approved by an authorized Showplace representative.

**DMS reimbursement:** To get your DMS reimbursement, use our "Marketing Support Distribution Request" form (copy page SS-4) and make sure you send it in within 90 days of the qualifying expenditure.

For items purchased directly from Showplace: You may now submit the request for 50% reimbursement at the time you place the order with Showplace. A full-value invoice will be issued, and a 50% credit for the reimbursable amounts will be processed within 30 days if you have sufficient DMS funds. You must still request the reimbursement using the "Marketing Support Distribution Request" form and reference the Purchase Order Number relating to the item(s). Showplace will not automatically process a credit if the request form is not submitted. Freight amounts are excluded from allowable expenditures.

**The "rolling" nature of your DMS account:** Marketing resources that sit dormant aren't doing anyone any good. We want to encourage you to promote Showplace cabinetry actively and often. Toward this goal, we have set up your DMS account as a "rolling" total. Anything you add to DMS will stay there for a set period of 18 months. Any amount that has not been used up in that time drops out of the DMS account. Because of this rolling nature, your DMS total will change month to month, and can possibly decrease as time goes by. As you can see, it is in your best interest to actively promote Showplace cabinetry, and take advantage of the resources you have earned.

*Thanks for taking part in this important support program. To find out what your current DMS resource level is, give us a call.*



