

## Showplace showroom brochure offering:

The goal of the Showplace dealer brochure offering is to make customized, professional-quality support literature available to Showplace dealers at a modest price, by leveraging the benefits of “template” design standardization and economics of scale.

The offering allows complete customization of the copy and design, and also permits copy mention of other brands.

The Showplace **full-color custom brochures** present a very professional and attractive impression for your showroom. These elegant brochures are 8-1/2” X 11-1/4”, folding to fit a standard #10 envelope, and can also serve as self-mailers. Full-color brochures are offered in two distinctive design themes, with some photo options.

You can also choose higher levels of customization of either brochure style at additional cost. This gives your showroom direct access to an experienced graphic designer specializing in the cabinetry industry.

### Pricing information:

Basic brochure pricing includes your logo, text changes, and a map to your location. The template layout and photographs remain unchanged, except where noted. If you want to substitute your own photographs or make layout changes, call for a customization bid.

### Full-color brochure pricing:

2,500 full-color brochures .....	\$1250 .....	\$0.500 unit
5,000 full-color brochures .....	\$1375 .....	\$0.275 unit
10,000 full-color brochures .....	\$1550 .....	\$0.155 unit
20,000 full-color brochures .....	\$1900 .....	\$0.095 unit
40,000 full-color brochures .....	\$2550 .....	\$0.064 unit

The minimum quantity is 2,500. All pricing is FOB Sioux Falls. Shipping charges will apply. All charges will bill through your existing Showplace account.

### Brochure usage ideas:

A customized showroom brochure is a versatile, effective marketing tool. Here are some of the ways *it can be put to work for your business*:

- Showroom handouts.

An attractive, professionally-produced brochure makes a strong statement about your business. It positions you as an established professional, building confidence in your offerings. When customers make that important “just browsing” first visit, send them away with an impressive brochure in hand, and they will be more likely to return.

- Home show handouts.

How many potential customers get their first introduction to you at home shows? This is a large, important segment of your future business. Make that first impression a positive one by handing out a professional-quality brochure. The Showplace brochure offering gets unit costs down very low at high quantities, so this great first impression is affordable, too.

- Contractor distribution.

Offer a supply of brochures to contractors who use your services. Remember that the contractor is also selling to his own customers, so anything you can do to make that sales job easier will be welcomed.

- Direct marketing.

Direct mail advertising can be effective with the right mailing list. The design of the brochures allows them to fit inside a standard envelope, or use the built-in mail panel and the brochure becomes a self mailer. You might also include brochures in “Welcome Wagon” packets to introduce your business to new arrivals.

- Other usages.

A professional showroom brochure will give you an eye-catching and attractive marketing tool to use in several ways: Leave them on the countertop of parade and model homes. Distribute them at fairs, or target builder groups. Use them for lead response. You’ll find many unique ways such a brochure will come in handy.

To get started on your brochure project, you may work through Scott Korsten at Showplace, or contact designer Steve Beck directly: [Steve@4bex.com](mailto:Steve@4bex.com).



# Showplace full-color brochure layout, dark version:

Full-color brochures print on white enamel stock. Ask your Showplace rep for actual printed samples.

Optional map

Self-mailer panel

Your logo

Back

Cover



Choose from four photo choices for this image.

Your logo





# Showplace full-color brochure layout, light version:

Full-color brochures print on white enamel stock. Ask your Showplace rep for actual printed samples.

Your logo

Self-mailer panel

Choose from four photo choices for this image.

Your logo



## Showplace full-color brochure photo options:

*You may choose from four photo options for the large picture on the inside left panel. This is the only photo that can be changed without additional charges.*



Photo option 1: Maple Covington in a comfortable, casual setting.



Photo option 2: Rustic Hickory Pendleton in a lovely, spacious log home.



Photo option 3: Cherry Hamilton, with an Antique island in a large, dramatic setting.



Photo option 4: Lyptus Covington in a compact yet handsome design.

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