



## **2010 Wallenstein Winter FREEze Program:**

### **Distributor / Dealer Terms & Conditions**

**Goal:** A limited time offer to stimulate retail sales by providing a free accessory for the product if purchased between January 1, 2010 and March 31, 2010.

#### **How it works:**

1. The dealer will provide the retail customer with the accessories from his stock or order them as required and pay for them as normal.
2. Dealer/Distributor is responsible for freight from factory.
3. The dealer will submit a Redemption form to his distributor with a copy of the bill of sale to the retail customer attached.
4. The distributor will submit the Redemption form with dealer's bill of sale to the end user to EMB MFG.
5. At the end of the promotion (March 31, 2010), EMB MFG will issue a credit to the distributor's account for the accessories.

#### **Eligibility:**

1. Product must be retailed between January 1, 2010 and March 31, 2010.
2. The purchased unit must be new and unused.
3. The product must be sold to a retail customer. Offer is not valid for dealers or rental stores who will put the unit into their fleet.
4. Redemption form submission deadline: April 10, 2010.
5. Dealers with overdue accounts are not eligible to participate in program.

#### **Publicity**

1. Ads running through promo period will contain the free accessory info.
2. Website will show promo on main page
3. Website will have a details page
4. Posters for farm shows
5. Tri - folded pocket brochures to hand out at shows and to set on dealer's counters