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**2015 Dealer Marketing Tool Kit**

**2015 Wakeboard Boat**



Specs  
24' Hull  
Ski Tower  
Inboard Engine  
Wakeboard Racks  
Custom Stereo System

**\$34,995**  
MSRP: \$39,995

Options  
Heater - \$500 • Bimini Top - \$400 • LED Lighting Package - \$750

President's  
Day  
mattress sale

QUEEN SET

**\$2649**

Romance

TWIN SET	FULL SET	KING SET
		\$3149

Sleep)Experts



### Price Tags and Signs

Customized pricing signage is a huge leap from the typical paper tags or handwritten signs typically found in showrooms. The price signs can be customized as you see fit to help better sell your products while maintaining a sleek and clean look.

### Toppers

Toppers are free-standing, three-sided displays created to fill a variety of purposes. Small Table Toppers sit on a table top to promote special deals or events, while Large Toppers could be used as an alternative to a typical two-dimensional price tags.

### Wavers

Wavers are fabric flags custom designed to fit the marketing needs of your business. Each waver can feature any type of image or messaging to attract customers to your showroom. These large flags can be installed into the ground via stakes, or on a sidewalk using a metal base.



### A-Frames

A-Frames are versatile sign solutions designed to be portable. The double-sided fixture allows for interchangeable artwork, so you can keep your fixture and change your messaging as you see fit.

<b>USED BOATS</b> 555-1234	<b>GREAT DEALS!</b> 	<b>SERVICE DEPARTMENT</b> 
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### Lollipop Signs

Lollipops are a new spin on the typical stake sign. These large round signs spin freely on a metal yard stake, offering an eye-catching platform to broadcast your core messages. Like the stake signs, these can be customized to fit the needs of your business.



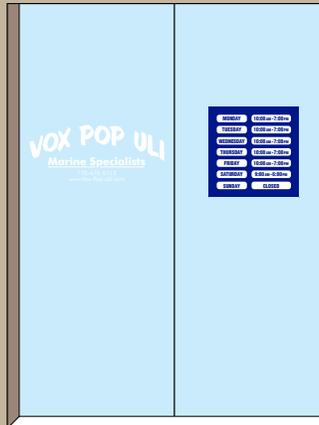
### Stake Signs

Stake signs are an inexpensive and effective way of generating foot traffic into your showroom or helping direct traffic flow at an event. These custom designed signs are simply stuck into the ground using metal foot stakes. The sky is the limit in terms of uses for these signs.

## Window Graphics

Window graphics are an important tool for communicating the brand of your dealership to potential customers driving by. Big bold messaging helps promote current specials, special events or upcoming products. Window graphics packages are specifically designed to fit your specific need and can be customized to whatever you require.

### Your Logo & Showroom Hours



Contour Cut



Square Clings



# GREAT DEALS!

## STOP BY TODAY!

Large Banner with Grommets



Small Banner with Pole Pockets

## Banners

Banners are one of the best way to get your brand's message across. From interior to exterior, small to large, we've got the banner solution to fit your needs. Each banner is custom tailored to your business and is only limited by your imagination.



## Banner Stand

Banners Stands are great interior and exterior signage fixtures. The double-sided fixture allows the installation of interchangeable artwork much like an A-Frame but on a larger scale. It's light weight and ease of setup means it's a great candidate for portable show material.



## Sidewalk Signs

Sidewalk signs are a more compact solution for outdoor signage. Featuring the same double-sided messaging of the A-Frame, but in a more compact package. The rigid plastic inserts are interchangeable with new artwork, allowing you to update your messaging easily.



## Flyers and Mailers

Need a flyer for your next event? How about a mailer to send to your current clients? Maybe you need to reach out to the local residents to boost foot traffic? We offer a complete solution for all of your printable needs. From simple flyers to full-service EDDM, we have you covered. We also provide full custom-creative services to get the product you want quickly and in budget.

### EDDM

EDDM is the USPS direct mail service. The EDDM program allows you to directly target the areas you wish to market to. Just simply select a carrier route, and your mailer gets delivered to the desired area.

### Flyers

Need a flyer for your dealership or event? We have you covered. Creative services also available to create the look and feel you desire.



### Retractable Banners

Retractable banners are easy to use portable signage you can carry to an event and pop-up in seconds.



### Printed Tents

Get in the shade at the next event with a custom printed pop-up tent featuring your dealer's branding.

## Show and Event Items

In addition to the banners, A-Frames, banner stands and sidewalk signs, we offer a great selection of items to help get you noticed at the next event.

## Custom Premiums

### Premiums

Premiums are promotional items custom tailored to your brand. Each item is customized using your company's logo or messaging. These items are a great idea for give aways at special events and shows.



Lanyards



Glasses and Cups



Sunglasses



Pens



Koozies



Bottle Openers



Multi-Tools