



2023 OPEN HOUSE/PRO DAY PROGRAM

TOPE has always been an active supporter in dealer open houses and pro days. TOPE will provide co-op and promotional support for all open houses that meet the following guidelines:

DEALER MUST BE A PARTICIPATING AD PARTNER DEALER

(No financial, personnel or pricing support offered to non-Ad Partners)

30 DAYS NOTICE

Please advise your Territory Manager (TM) and TOPE in writing at least 30 days in advance of your open house. Notify us by sending in the OPEN HOUSE PRE-APPROVAL FORM.

OPEN HOUSE MUST BE ACTIVELY PROMOTED THRU VIABLE MEDIA

Our experience shows that professional users respond best to open houses/pro days as they buy equipment on a regular basis.

DIRECT MAIL is the best media to utilize to get the message to professional users.

Direct Mail options are outlined later in this program.

TOPE BRANDS MUST RECEIVE AT LEAST EQUAL BILLING TO ANY COMPETITOR

Amount of space in ads, mailers, etc. dedicated to a TOPE brand must be at least equal to any of our competitors.

TOPE OPEN HOUSE PRICING MUST BE UTILIZED TO RECEIVE REBATES FROM TOPE

TOPE participates in over 200 open houses a year. We do not have the manpower to hand-calculate discounts for dealers who wish to give a discount other than our open house pricing. This includes "save the tax" sales unless the sales tax discount is at least equal to our open house discount.

OPEN HOUSE EXPENSES

All major suppliers at your dealership must participate in open house expenses equally. If a major brand in your dealership is promoted or is available for sale the day of your open house, they will be counted as a participating brand, regardless of whether or not they offer you open house support.

What open house expenses are eligible for co-op?

Advertising, food, beverages, rental of tents, tables, chairs, product give-aways, wearables.

How do I calculate TOPE's portion of open house expenses?

Add up all of the brands available for sale at your open house. Add your dealership as a supplier and divide equally. Note: Dealer can only claim ECHO and/or SCAG as brands from TOPE with respect to open house expenses.

ECHO 15% OFF 1 DAY PROGRAM

ECHO allows Ad Partner dealers to have 2 1 day sales per year (Spring & Fall) where they can offer 15% OFF ECHO X-Series equipment. Dealer will receive a 7.5% rebate from retail for all eligible units sold.

Discounts applicable to equipment in-stock at dealership on day of sale only.

Note: TOPE will issue credits from registrations from Echo's tech site. Units must also be registered within 7 days of sale date to be eligible for rebate in order to qualify for this program.

Dealer must send an authorized 15% off mailer thru ECHO Advantage site.

No exceptions to this policy. TOPE can not authorize or offer rebates to dealers for the ECHO 15% off sale unless this mailing is done. Please note lead times required as shown on the Advantage web-site: www.echo-advantage.com

DIRECT MAIL SUPPORT OPTIONS

TOPE has several options on direct mail depending on the type of open house you are having and the TOPE brands you are promoting:

ECHO ONLY DEALERS:

Advantage mailing for 1 day sale: Card can be somewhat customized but is limited.

-Dealer can choose from existing ECHO customers, pro prospects or both

TOPE in-house mailer: TOPE can custom design a card for you. Note: for the 15% off sale, the TOPE designed mailer does not eliminate your requirement to do the Advantage mailing. TOPE will not include any competitive brands on these mailers.

ECHO/SCAG DEALERS:

As stated above, TOPE can create a custom mailer for you.

Dealer may provide a list in Excel format or TOPE can purchase lists for an additional charge.

Please proof and clean up your list prior to sending it to TOPE.

A minimum 30 day lead time is required.

SCAG ONLY DEALERS:

Our new Ad Agency can handle direct mail for you. Please send information to Mark Cook.

Dealer must utilize published TOPE Scag Open House Pricing.

Rebates available on equipment in stock at dealer on sale day only.

All sold units must be registered within 7 days of sale day to be eligible for rebate.

PLEASE MAKE SURE THAT YOU TURN IN ALL FORMS TO YOUR TOPE TERRITORY MANAGER FOR APPROVAL. PLEASE DO NOT SEND THEM DIRECTLY TO TOPE.



TOP Equipment
est. 1986

2023 OPEN HOUSE PRE-APPROVAL FORM

FORM MUST BE SUBMITTED MINIMUM 30 DAYS IN ADVANCE OF OPEN HOUSE
(TOPE Territory Manager must sign & submit this form)

DEALERSHIP: _____ CITY, STATE: _____

OPEN HOUSE DATE(S): _____ 1 DAY ECHO 15% OFF: YES or NO (circle)
IF DOING A SALE WEEK OR SHINDAIWA FLEET WEEK; WHAT DATES:

BRANDS REPRESENTED: (NOTE: Even if a major supplier does not offer open house assistance to you, if they are in your store and will be for sale the day of your open house, they must be Included here.) Check all that apply.

___ ECHO/SHINDAIWA ___ SCAG ___ STIHL ___ REDMAX ___ EXMARK ___ TORO ___ FERRIS

___ HUSTLER ___ BAD BOY ___ GRAVELY ___ JOHN DEERE ___ KUBOTA OTHER _____

APPROX. # OF ATTENDEES EXPECTED: _____

BUDGET: (estimated) We realize that actual costs will vary from budget based on actual number of attendees

\$ _____ Food & Beverages (Please give specifics)
(Ex. BBQ plate @ \$8/person X 100 attendees = \$800)

\$ _____ Advertising (Please give specifics) Please make sure mailers/ads are pre-approved
(Ex. SA mailing for 15% off 500 mailers @ \$350. Newspaper: 3 ads total \$600)

DIRECT MAIL: ___ Dealer Handling ___ TOPE Mailing- ___ Dealer has list ___ TOPE Buy List

IF TOPE IS MAILING: How many mailers: ___ 500, ___ 1000, ___ 1,500, ___ 2000

**Note: DIRECT MAIL section is only for mailers from TOPE.
Do NOT include Advantage or SCAG Ad Agency mailers here.**

\$ _____ PRODUCT GIVE-AWAY (If TOPE product, what is it: _____)

\$ _____ Additional Expenses _____

TOPE TERRITORY MANAGER (Print name)

TOPE TERRITORY MANAGER (signature)

PLEASE HAVE YOUR TOPE TM TURN THIS IN TO MIKE ELLIOTT FOR APPROVAL