



Michael P. Elliott
Co-Owner
Director of Marketing

Phone- (512) 863-2998 x103
Fax- (512) 863-8050

Email- mike@topequipment.net

Texas Outdoor Power Equipment Distributors, Inc . * 111 Halmar Cove * Georgetown, Texas 78628

NOVEMBER 1, 2011

2012 CO-OP/ADVERTISING POLICIES & CHANGES

Marketing & image consistency are one of the cornerstones of effective product advertising. When you see a Chevy, Coca Cola, Budweiser commercial on tv or in print, the image, the logo and message are always consistent. This enables all consumers to get the same message about that particular product no matter where they see it.

Although TOP Equipment has always supported and appreciated our dealer's creativity and aggressiveness in marketing our products, we feel that we need to adhere to our manufacturer's guidelines in product branding, imaging and marketing on a consistent basis.

Effective January 1, 2012, no co-op support will be given on ads that are not pre-approved by TOP Equipment's Marketing Department.

The following changes will also be implemented in our co-op policies:

DONATIONS & SPONSORSHIPS:

Although TOP Equipment will continue to co-op donated product and local sponsorships to worthwhile organizations, we will only supply co-op support provided dealer is also advertising on a regular basis in mainstream media such as newspaper, radio or direct mail.

OPEN HOUSES:

All Open Houses must be pre-approved if dealer is wishing to receive co-op support. Please refer to our Open House Program for complete details. TOPE products must receive at least equal representation to competition on invitations, store representation and open house space for open house to be eligible for co-op support.

INVESTING FOR GROWTH

Each year, ECHO & SCAG require us to submit a detailed plan on what investments we are making in order to grow our sales with their products. Although we do not intend to require dealers to submit a formal plan, I would appreciate discussing plans with each of you on what your dealership & TOPE can do to invest in sales growth in your store.

It is not enough to simply place your Spring/Summer order, put the product on the wall, and hope for a good season.

There are time tested and proven methods for ensuring a strong selling season year after year.

TOPE invests hundreds of thousands of dollars annually in displays, pop, advertising, merchandising, open houses, etc. in order to ensure that our products are well represented and that our target customers are aware of what we have to offer.

Although many of our dealers do invest on a regular basis, there are far too many who don't utilize any co-op or spend any money at all in an attempt to increase sales in their dealership. I would like to encourage all dealers to work with us in formulating a plan both for 2012 and the future in how together we can profitably grow your sales.

TOPE has tremendous marketing capabilities in terms of graphics, lay-out and design, sales & marketing expertise, and sources for just about anything you could possibly use in marketing and advertising our product lines.

Please utilize our services so that we can help you grow.

I personally have 25 years experience in sales, marketing and advertising and am here to assist you in any way that I can. I have the added benefit of seeing what our most successful dealers in all 5 of our States have done to grow their business. I also have access to ad campaigns, displays, and marketing strategies from the top dealers in the country.

TOPE is not simply here to sell you product, parts & accessories.

We have been here for more than 25 years as your business partner and plan on being here for a long long time. I would like to encourage all of you to fully utilize our capabilities in helping you market, advertise and sell our product lines more effectively.

I would be happy to discuss ideas with you over the phone, via e-mail or even a personal visit to your store if necessary to formulate a 2012 and beyond plan and strategy for our product lines.

Thank you for all that you do to support TOPE and all of our products.

We & I look forward to working with you again in 2012.

Michael P. Elliott
Director of Marketing