

# TOP EQUIPMENT OPEN HOUSE/PRO DAY PROGRAM

TOP Equipment (TOPE) has always been an active participant in Dealer Open Houses & Pro Days. TOPE will provide co-op and promotion support for all open houses that meet the following guidelines:

•**Dealer must advise TOPE of date and details of Open House in advance to receive pre-approval.** Please submit pre-approval form at least 30 days in advance of your Open House.

•**Dealer must promote their Open House thru viable, verifiable media outlets:**

(Ex. Direct Mail, Newspaper, Radio, Television)

*Note: Although TOPE will co-op newspaper, radio and television advertising for open houses, we strongly encourage dealers to utilize direct mail as the most cost effective method to reach your commercial users.*

•**TOPE products must receive at least equal representation of any other competitive brand featured on any and all advertising.**

•**Dealer must utilize TOPE Open House Pricing to receive credit for units sold.** (Open House Price Sheet will be provided prior to Open House) TOPE will not credit dealer if pricing varies from our Open House Price Sheet. Dealer needs to send in copies of actual sales receipts to verify sale of units at Open House Pricing. We are not able to accept C-System reports or auto-generated sales reports.

## **OPEN HOUSE EXPENSES**

TOPE expects that all major equipment suppliers represented in dealer's store pay Open House expenses equally.

*If a major brand is represented in your store and is for sale at your open house, they must be counted as a supplier for expenses even if that company does not provide open house co-op.*

Eligible co-opable expenses include (but are not limited to):

Advertising, Food, Beverages, Rental of Tables and Chairs, Product Give-Away (See guidelines)

To calculate co-op amount, dealer needs to list all major brands represented in their dealership, add themselves and divide the expenses equally.

Ex: Dealer sells ECHO, SCAG, Exmark, Toro, Stihl, Gravely (6 lines + dealer = 7)

TOPE would pay 2/7 of the total expenses since 2 major TOPE brands are represented.

Note: Only TOPE Major Brands may be included: ECHO, SHINDAIWA, SCAG

**Open House Claim Form & Documentation of expenses and sales must be submitted to TOPE no later than 2 weeks after Open House Date**



**TOP EQUIPMENT OPEN HOUSE PRE-APPROVAL FORM**  
**(Must be submitted at least 30 days prior to Open House)**

**DEALER:** \_\_\_\_\_ **CITY,ST:** \_\_\_\_\_

**OPEN HOUSE DATE(S):** \_\_\_\_\_

**BRANDS REPRESENTED:** \_\_\_\_\_

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**APPROX. # OF ATTENDEES ANTICIPATED:** \_\_\_\_\_

**NOTE:** Please send copy of invite along with pre-approval (or at least prior to mailing or placing ad)

**BUDGET: (Approximate)**

**\$ \_\_\_\_\_ FOOD & BEVERAGES (Please give specifics)**

**Example: Hot Dogs & Chips @ \$3.00 per person. Sodas: \$.30 Each**

**\$ \_\_\_\_\_ ADVERTISING (Please give specifics)**

**\$ \_\_\_\_\_ PRODUCT GIVE-AWAY (Please give specifics)**

**\$ \_\_\_\_\_ Other Expenses (Please give specifics)**

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**Once received, TOPE will issue you a pre-approval for Open House Expenses. We understand that variations in expenses will occur.**

**FAX TO: MIKE ELLIOTT @ 800-863-8673**