



Marketing Bulletin

BULLETIN NO: MB-1002

DATE: April 8, 2010

PAGE: 1 of 1

TO: All Weil-McLain Distributors and Agents
FROM: Dorothy Sanchez – Marketing Analyst
SUBJECT: Contractor Locator and Co-op Program Enhancements

Beginning in April, we will offer **NEW** features to the Contractor Co-op program. Effective April 2010, all contractor locator participants will be automatically enrolled in the Contractor Co-op program and become eligible for up to \$3,000 annually in co-op funds. Participants will now receive quarterly status updates and will earn co-op dollars for submitting purchases within 30 days. We have also added bonus levels with a W-M hat for 4 units, a W-M die-cast truck for 15 units and a W-M jacket for every 25 units purchased. As you recall in 2009, we added the incentive of a free metal clipboard for every 7th unit purchased.

Once Co-op funds are earned, they can be immediately used towards promoting their business via truck signage, apparel, radio and television ads, or most other types of advertising. Co-op participants will also have access to online marketing tools, customizable spec sheets, free graphic design assistance on all marketing materials, discounted Weil-McLain apparel with free company logo, and much more.

Please direct registration inquiries to www.weil-mclain.com or refer contractors to your local Weil-McLain area representatives.

Enclosure:
Contractor Locator, Go Online
2010 Weil-McLain Contractor Co-op Program