

**TO:** All Weil-McLain Distributors and Agents  
**FROM:** Dan Vassar – Marketing Communications Manager  
**SUBJECT:** **2011 W-M “Boots Are Back” Promo**

“Boots Are Back” is Weil-McLain’s 2011 fall incentive program for contractors and dealers only. With this program, for every qualifying Weil-McLain product purchased from an authorized Weil-McLain distributor between October 24<sup>th</sup> and December 12<sup>th</sup>, contractors and dealers can receive a:

☐ **FREE** Pair of Deluxe Mid-Cut Hiking Boots

Suede leather, nylon trim with PK Mesh lining

To qualify, contractors will need to: (1) Purchase qualifying Weil-McLain products (**Ultra Series 3, GV90+, WM97+, Ultra Commercial, Ultra Oil and Aqua Plus Tanks**) between October 24<sup>th</sup> and December 12<sup>th</sup> from an authorized Weil-McLain distributor.

(2) Complete a redemption form (copies acceptable).

(3) Send to the Weil-McLain Redemption Center postmarked by December 31, 2011, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 4-6 weeks after receipt of completed forms with invoices attached, through our Weil-McLain PRO SHOP supplier, St. Andrews Products in Michigan City, Indiana.

We will promote the “Boot Program” with:

- Boot Promo Mailer to 15,000+ contractors/dealers (4-page mailer enclosed)
- Press Releases in the leading trade magazines

To help Weil-McLain Distributors promote this exciting program, we will provide you with:

18” x 24” Wall Posters

Bill Stuffers (copy attached)

Pads of Contractor/Dealer Redemption Forms (copy attached)

To order materials please e-mail: [dvassar@weil-mclain.com](mailto:dvassar@weil-mclain.com) or [kimes@www.weil-mclain.com](mailto:kimes@www.weil-mclain.com)