



MARKETING PROGRAMS:

It is no secret that the accessory portion of your business has been and still is under attack by the discount retailers. A key component of their strategy is frequent use of quality printed marketing materials, such as catalogs and sale flyers. HomePort marketing tools have been developed to provide you with high quality printed marketing materials at affordable costs. Use of these tools will help you increase store traffic, project a professional image and demonstrate that you are as competitive as the chains. Included are a 750+ page reference catalog, 50+ page discount color mini-catalog, two 8 page color seasonal flyers, and a 4 page Boat Show/Open House flyer! All of the tools are imprinted with your dealership name.

3 PACKAGES ARE AVAILABLE TO FIT ANY SIZE DEALERSHIP OR BUDGET

1 Marine Value Center Package

Benefits Included are:

- ✓ Lock-in pricing on the discount color mini-catalog items from February-August.
- ✓ Lock-in pricing on the Spring and Summer flyer items for the flyer periods.
- ✓ Spring dating terms of May 10th (or 1/3 April, May, June) on the package.

Authorized HomePort "Marine Value Center Affiliation":

HomePort is presented to the consumer as a marketing/purchasing organization dedicated to offering competitive pricing and value added services through you, the marine dealer.

- Use of HomePort logo and name
- Indoor and outdoor signage
- Consumer Referrals
- Merchandising layout assistance
- Increased store traffic and market share
- Shelf talkers
- MORE TO COME!

To realize a maximum return on your investment, each HomePort Marine Value Center Should:

- ✓ Stock a variety of accessories at competitive retail prices
- ✓ Maintain a well lit, clean, merchandised store
- ✓ Employ a knowledgeable staff with a positive attitude
- ✓ Accept major credit cards
- ✓ Maintain consumer friendly hours
- ✓ Offer service and installation

(Marine Value Center applications will be considered if they meet the above criteria. See your sales representative or call Mesco for more information.)

Marine Value Center Package Contents

100	750+ Page Reference Catalog @ \$3.49	\$349.00
1000	Color Discount Mini-Catalog	\$314.95
1000	8 Page Color Spring Flyer	\$119.00
1000	8 Page Color Summer Flyer	\$109.00
Total Value		\$881.95

See your sales representative for special Package price savings!

2 Competitor Package

Benefits Included are:

- ✓ Lock-in pricing on the discount color mini-catalog items from February-August.
- ✓ Shelf Talkers

Competitor Package Contents

100	750+ Page Reference Catalog @ \$3.49	\$349.00
1000	Color Discount Mini-Catalog	\$314.95
Total Value		\$663.95

See your sales representative for special Package price savings!

3 Contender Package

Benefits Included are:

- ✓ Lock-in pricing on the discount color mini-catalog items from February-August.

Contender Package Contents

100	750+ Page Reference Catalog @ \$3.49	\$349.00
1000	8 Page Color Spring Flyer	\$109.00
1000	8 Page Color Summer Flyer	\$109.00
Total Value		\$567.00

See your sales representative for special Package price savings!