



# 2010 PREMIER DEALER PROGRAM

## ➤ Purpose

The NuCanoe Premier Dealer Program builds strong, mutually beneficial partnerships between NuCanoe, Inc. and select dealers to increase awareness of the NuCanoe brand, promote sales, and maximize profitability.

## ➤ Benefits

- Premier Dealer price level on all NuCanoe products.
- 25% savings on NuCanoe shipping costs.
- Protected geographical sales territory. <sup>(1)</sup>
- 50% cost share on qualified sales & marketing expenses. <sup>(2)</sup>
- Enhanced listing on the NuCanoe dealer page at [www.NuCanoe.com](http://www.NuCanoe.com).

## ➤ Eligibility

- New Dealers: Order of 14 or more boats.
- Existing Dealers: Top 20% of NuCanoe dealers for 2009 or trailing 12 months purchases greater than \$12,000.
- Premier Dealer status is valid for a calendar year. Premier Dealer status will be determined as of October 1 for the following calendar year.

## ➤ Requirements

- Maintain at least 3 NuCanoe boats on display in retail location.
- Make on water demos available to prospective customers.
- Actively promote and market NuCanoe products.
- Feature NuCanoe on your website and link to [www.NuCanoe.com](http://www.NuCanoe.com).
- Pay all invoices within account terms <sup>(3)</sup>

### Notes & Explanations

- (1) Protected Territory – A Premier Dealer’s protected territory will be determined with the dealer’s sales rep, when applicable, and NuCanoe, Inc. A Premier Dealer’s territory may be expanded or reduced as conditions change.
- (2) Cost Share – Applies to sales and marketing expenses, or portion thereof, dedicated to NuCanoe products. All cost share expenses must be approved by NuCanoe, Inc. Cost share amounts will be applied as a credit against orders, not paid in cash.
- (3) Account Terms – As specified in credit agreement. Any Premier Dealers with account over 30 days past due will have their Premier Dealer status rescinded.