



Auralex Store Strategies

Marketing Tools for Auralex Manufacturer's Reps

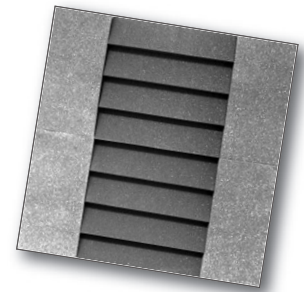
Auralex Retail Display Boards

(Squares are 2' x 2')

WHO: Qualifying Auralex Retail Dealers

WHAT: Auralex Retail Display Boards (see color page for examples):

16 - Auralex 2' x 2' standardized retail display boards that can be grouped together to create fantastic in-store Auralex displays or workstation/marketing backdrops.



WHEN: Available now with a normal lead time of 4-6 weeks.

WHERE: For use as displays in Auralex retail outlets.

1. Use in existing stores
2. Included in each new store installation

HOW: Auralex Reps control this program.

Reps should assess where more Auralex promotion is possible and needed. Qualification guidelines and standard configurations are on the back page of the attached representations of the boards.

Boards will be shipped to the Auralex Manufacturer's Representative to insure proper placement and installation in qualifying stores.

Orders for boards will be placed by the Auralex Representative through their Auralex Territory Manager.

Yes, individual boards may be ordered to create a unique display for a store. Contact your Territory Manager for more information.

For in-store demonstration rooms or areas requiring both display boards and additional products for acoustical treatment, call your Auralex Territory Manager to discuss a combination of no-charge display boards and additional products at accommodation pricing.

Display Boards remain property of Auralex Acoustics and may be reclaimed for use elsewhere.

As always, contact your Territory Manager if you need further assistance.