



Auralex Store Strategies

In-Store Marketing Display for Authorized Auralex Dealers

POP Machine



Configuration #1: Wall Display



Configuration #2: Center-Floor Island



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WHO: Auralex authorized dealers who are looking to make 40-50 points in high margin retail sales.

WHAT: Auralex - P.O.P. Machine

The **P.O.P. Machine** is a “self-serve” Point-of-Purchase kiosk that will offer several Auralex core products in a one-stop, customer friendly, in-store Auralex destination center. P.O.P. Machine’s presence will invite customers to help themselves to Studiofoam by the panel, MoPADs, GRAMMAs, and Foamtak adhesive while also providing a convenient catalog display, and shelving above the unit for additional storage of Roominators kit solutions or other items such as LENRDs, Diffusors, etc.

The **P.O.P. Machine** can be configured as an island display (stand alone, accessible from two sides) OR as a single sided unit that can be placed against a wall.

<u>Minimum Initial Stocking Order</u>	<u>POPStock1</u>	<u>POPStock2</u>	<u>POPStock3</u>
• 3 boxes of 2” Studiofoam* - \$144.00/box	\$438.00	\$438.00	\$438.00
• MoPADs (Dealer Qty of 7 sets)	\$99.95	\$99.95	\$99.95
• GRAMMA (Dealer Qty of 4 units)	\$99.95	\$99.95	\$99.95
• 1 case (12) Foamtak Spray adhesive	\$135.48	\$135.48	\$135.48
• LENRD bass traps - \$144.00/box	\$288.00 (2 boxes)	\$144.00	\$144.00
		D36-DST Kits (3)=\$180.00	Alpha-DST (1)=\$189.00
	\$1061.00	\$1097.00	\$1108.00

* Wedge cut, Choice of 12 colors (Upgrade to Pyramid cut all 3 boxes for \$79)

Introductory Offer = \$999.00+s/h for any of the 3 packages

**Restocking should occur quarterly at a minimum.*

WHERE: Dealers to be considered a potential home for P.O.P. Machine are any authorized dealer that:

- Averages approximately \$500 in sales of Auralex products per month.
- Commits to having at least one certified “Auralex Ready” sales associate.
- Agrees to the minimum stocking program.

WHEN: P.O.P. Machine is slated to ship in limited quantities by February 1, 2003.

HOW: Drop shipped directly to the dealer.

- Assembled and monitored by the Auralex Regional Field Representative.
- Auralex retains ownership and reserves the right to reclaim any unit should it be deemed necessary.

See your Auralex Manufacturers Representative for details.