



Auralex Store Strategies

Marketing Tools for Auralex Manufacturer's Reps

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 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 January 20, 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.

Auralex Field Representatives: P.O.P. Machine will create yet another reason for you to regularly visit your stores to monitor stocking levels (i.e. encourage stocking orders), establish a single location within the store for Auralex literature (catalogs and new product information, etc.), and provide a great opportunity to offer your knowledge of Auralex products in conversation with store employees (to promote Auralex Certification Training Program) and end users (providing additional sales support) alike.

See your Territory Manager for details.