



Celebrating
8 AWARD
WINNING YEARS
of recognition
for our support of
the ENERGY STAR®
program.



OVER
3,700
MEMBERS STRONG
WITH **\$15 BILLION**
BUYING POWER

Together, we can be your Hometown
ENERGY STAR® Marketing Team!



**We Want To
Partner With You!**



APPLIANCES • AUDIO/VIDEO • FURNITURE



Nationwide Marketing Group and our vendor partners have developed the industry's most aggressive annual advertising and promotional calendar, with a focus on promoting energy efficiency through the ENERGY STAR® program.



Celebrating
8 AWARD WINNING YEARS
of recognition for our support
of the ENERGY STAR® program.





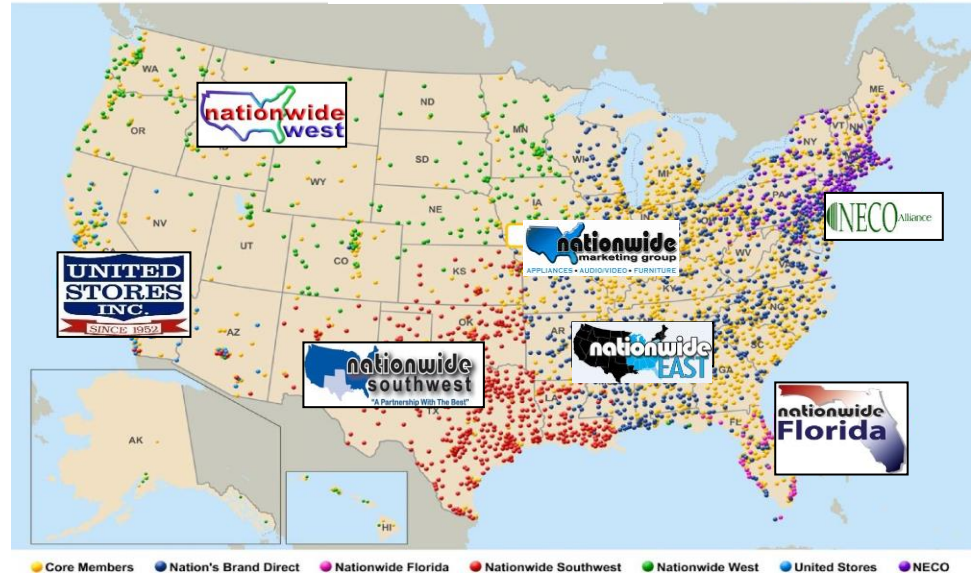
APPLIANCES • AUDIO/VIDEO • FURNITURE

3,700+ Independent Retailers

10,000+ Retail Storefronts

\$15 Billion In Retail Sales

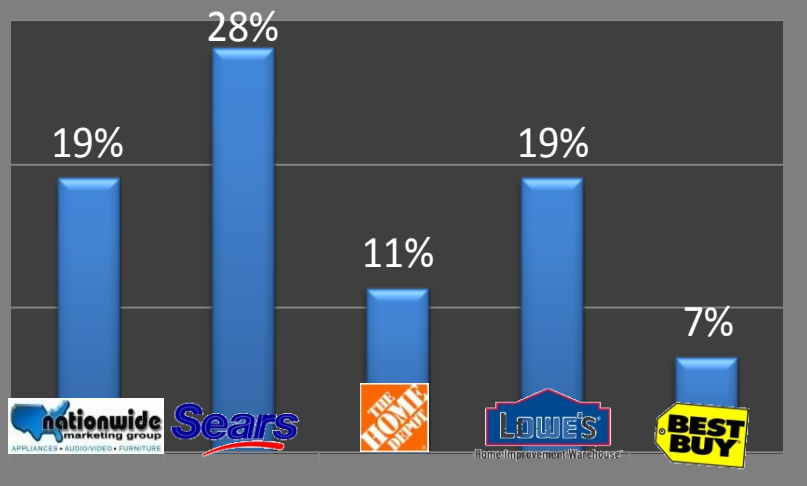
Americas Premier Group



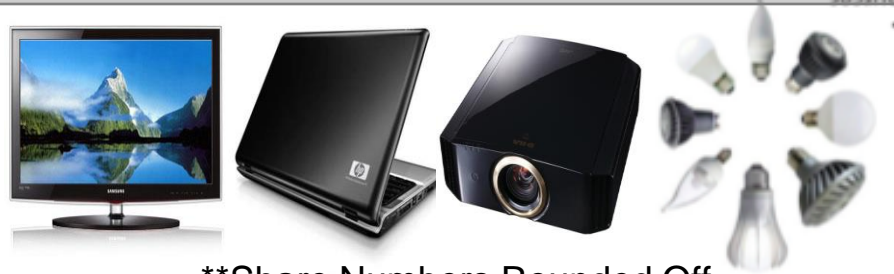
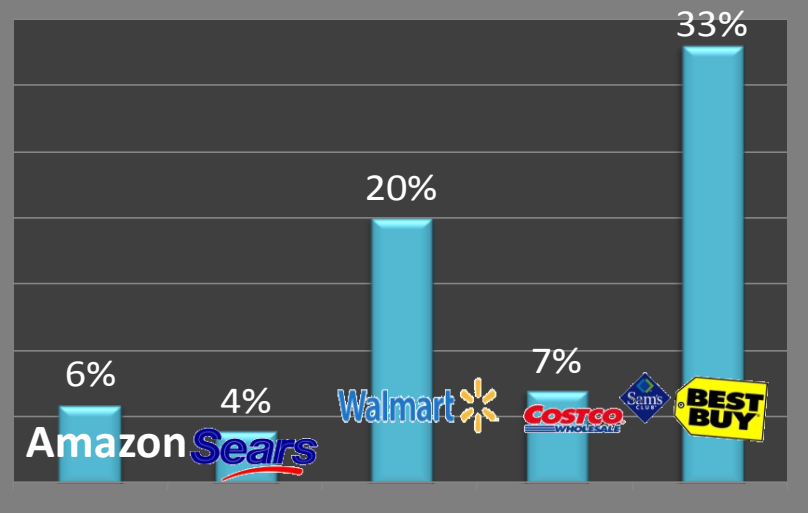
**Independent Retailers:
Gaining Market Share in 2014
Display, Present and Sell Energy Star
Trained Sales Assisted Selling Floors
Close More Sales
Feature Rich Product Assortments
Deliver Higher Consumer Satisfaction**

NATIONWIDE- MORE SELL-THROUGH SOLUTIONS THAN EVER!

Appliances 19% Market Share



Electronics – Flat Panel TV 30% Independents/Others Market Share



**Share Numbers Rounded Off

NATIONWIDE- MORE SELL-THROUGH SOLUTIONS THAN EVER!

I'm not a smart man, but I know what "better" is.



American Independent Business Alliance



Division Logo



Promotions



Group News



Product Information



Member Services



Events

QUICK LINKS

Recent Promotions

Date	Headline	Pricing	Division
12.21.2012	Lorem ipsum dolor sit amet consectetur adipiscing	✓	SOUTHWEST
12.12.2012	Elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut		SOUTHWEST
11.24.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod	✓	SOUTHWEST
11.04.2012	Tempor incididunt ut labore et Dolore magna aliqua ut enim ad minim	✓	SOUTHWEST
10.21.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do		SOUTHWEST
10.16.2012	Lorem ipsum dolor sit amet consectetur adipiscing	✓	SOUTHWEST
10.13.2012	Elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut	✓	SOUTHWEST
09.21.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod		SOUTHWEST
09.12.2012	Tempor incididunt ut labore et Dolore magna aliqua ut enim ad minim		SOUTHWEST
08.24.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do		SOUTHWEST
08.04.2012	Lorem ipsum dolor sit amet consectetur adipiscing	✓	SOUTHWEST
08.21.2012	Elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut		SOUTHWEST
08.16.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod	✓	SOUTHWEST
10.13.2012	Tempor incididunt ut labore et Dolore magna aliqua ut enim ad minim	✓	SOUTHWEST
10.13.2012	Lorem ipsum dolor sit amet consectetur adipiscing elit sed do		SOUTHWEST

Community

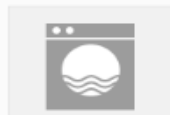
- Brand Builders
- Brand Builders
- Brand Builders
- Brand Builders



Product Information



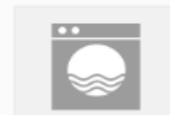
ELECTRONICS




APPLIANCES



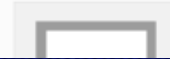
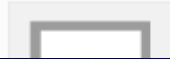
ELECTRONICS



APPLIANCES



ELECTRONICS





Promotions



Group news



Brand Information



Member Services



Events



QUICK LINKS



Find Documents, Contacts & More

Search

nationwide

Energy Star's B-to-B Marketing Tool - Membernet

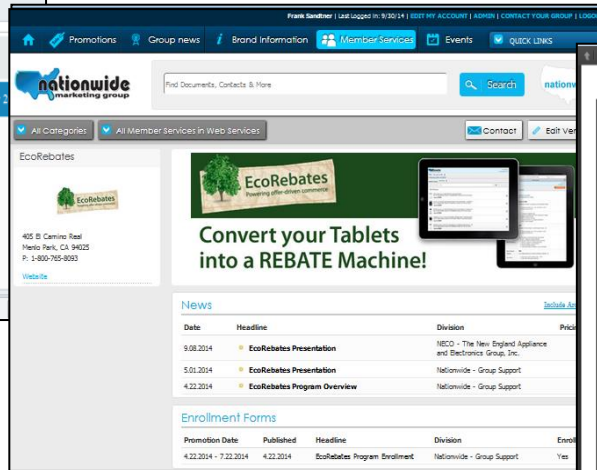
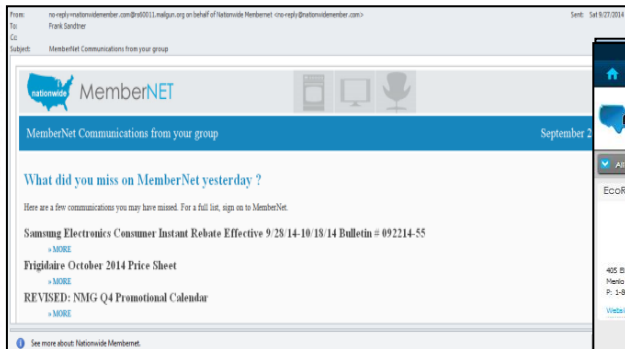
Daily email



Membernet LP



Membernet content



9/22/14

9/22/14

2:41 PM

		NMG 2014 Promotional Planning Calendar													
		OCTOBER				NOVEMBER				DECEMBER				JAN	
Week of		10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	1/4
		Oct 5 Ciba Day (10/5)				11/1 Veterans Day (11/1)				11/23 Thanksgiving (11/23)				12/25 Christmas (12/25)	1/1 New Year (1/1)
Multi-Vendor Appliance Events	Multi-Vendor PBP Columbus Day Savings Financing Dates: Oct 8 - Oct 19 Ad Drop Dates: Oct 8 - Oct 19 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP The Best For Less Financing Dates: Oct 22 - Nov 2 Ad Drop Dates: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Veterans Day Savings Financing Dates: Nov 5 - Nov 19 Ad Drop Dates: Oct 22 - Nov 2 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Holiday Happy Savings Financing Dates: Nov 20 - Dec 1 Ad Drop Dates: Nov 20 - Dec 1 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Happy Holidays Financing Dates: Dec 3 - Dec 24 Ad Drop Dates: Dec 3 - Dec 24 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP New Year Financing Dates: Dec 26 - Dec 31 Ad Drop Dates: Dec 26 - Dec 31 TERMS: 6/12/18 months financing on qualifying appliance purchase.									
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Multi-Vendor Electronic Events	Multi-Vendor PBP Columbus Day Savings Financing Dates: Oct 8 - Oct 19 Ad Drop Dates: Oct 8 - Oct 19 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP The Best For Less Financing Dates: Oct 22 - Nov 2 Ad Drop Dates: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Veterans Day Savings Financing Dates: Nov 5 - Nov 19 Ad Drop Dates: Oct 22 - Nov 2 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Holiday Happy Savings Financing Dates: Nov 20 - Dec 1 Ad Drop Dates: Nov 20 - Dec 1 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP Happy Holidays Financing Dates: Dec 3 - Dec 24 Ad Drop Dates: Dec 3 - Dec 24 TERMS: 6/12/18 months financing on qualifying appliance purchase.	Multi-Vendor PBP New Year Financing Dates: Dec 26 - Dec 31 Ad Drop Dates: Dec 26 - Dec 31 TERMS: 6/12/18 months financing on qualifying appliance purchase.									

Daily emails drive 32% of Membernet visits

Largest Branded Promotional Calendar



MORE
PROMOTIONAL
DAYS AND
BRANDS THAN
ANY OTHER
NATIONAL
ORGANIZATION

NATIONWIDE- MORE SELL-THROUGH SOLUTIONS THAN EVER!

Full Promotional Support

Exclusive Group Promotions Improve Traffic And Sales

\$800 MASTERCARD® PREPAID CARD REBATE
by mail with the purchase of select Whirlpool® Kitchen & Laundry Appliances until April 30, 2014. See store for details.

smarter savings WITH ENERGY STAR

SPECIAL FINANCING AVAILABLE
with low monthly payments and 0% financing on select appliances. See store for details. Offer good until April 29, 2014.

Get Rebate Savings Up To \$800 on Select Whirlpool Appliances

LOW PRICES!
Now's the Time to Save on Select Whirlpool Appliances

EXPERT ADVICE!
We'll help you choose the right appliance for your home.

GREAT SELECTION!
We have everything you need for your kitchen and laundry.

14 MILLION BUYING POWER!

Free Circulars



Free HDTV Commercials



E-Circulars,
E-mail Marketing,
Social Media Content,
Online-Directory Web Banners
S.E.M. / S.E.O.



Instore Digital Signage

smarter savings WITH ENERGY STAR

FINANCING AVAILABLE
April 16 to April 29, 2014. See store associate for details. Subject to credit approval.

UP TO \$800 MASTERCARD® PREPAID CARD REBATE
by mail with the purchase of select Whirlpool® Kitchen & Laundry appliances from April 1 through April 30, 2014.

WE SELL ENERGY STAR ENERGY STAR® products use less energy. Save money on electric bills and help fight global warming.

smarter savings WITH ENERGY STAR

Instore Print Signage

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nationwide PBP 2014
PROFIT BUILDING PROMOTIONS

Event: **Multi-Vendor Profit Building Promotion**
Theme: **Smarter Savings with ENERGY STAR**
Group Financing Dates: **April 16 - April 29, 2014**
Circular Enrollment Deadline: **Sunday, March 16**

nationwide GROUP EXCLUSIVE FINANCING
No Interest if Paid in Full within **6/12/18** Months with minimum monthly payments on a qualifying **Appliance, TV/Video, Audio, Computers/Tablets, Furniture or Bedding** purchase April 16 to April 29, 2014.
No Interest if Paid in Full within **24** Months with equal monthly payments on a qualifying **Audio** purchase April 16 to April 29, 2014. See Page 2 for details.

nationwide GROUP EXCLUSIVE MARKETING
Newspaper Ads, TV Commercial, Digital Marketing & More!
A host of low-cost and no-cost advertising and marketing materials are available to help you promote this event.

- Multi-Vendor Newspaper Circular - See page 3 for details.
- Printed In-Store Sign Packages - See page 6 for details.
- Jumbo Postcard - See page 6 for details.
- FREE ROP Newspaper Ad - See page 6 for details.
- FREE E-Mail Marketing - FREE custom-ready templates
- FREE POP: Posters / Signs / Product Tags - Download for FREE on MemberNet
- FREE TV Commercial - See page 6 for details.

Whirlpool FRIGIDAIRE SAMSUNG
Electrolux MAYTAG
Fisher's Paykel appliances KitchenAid HOME APPLIANCES LG Life's Good
BOSCH invented for life Speed Queen JENN-AIR
Danby Amana

SMARTER SAVINGS WITH ENERGY STAR PROMOTIONAL STARTER KIT

No Interest Financing



Consumer Rebates



Showcasing Products & Educating Members

