

## MARKETING TOOLS

At Maytronics we try to provide you with all the tools necessary to succeed. That's why this year we are offering many items to help promote and grow sales for our most loyal customers, our ELITE DEALERS. Ask your Dolphin representative for a complete list of items and start seeing the results that promotion brings to your store!



Sales and repair DVDs



Counter Mats & Floor Mats



Banners & Signs



"Try me" demo models



Display and Shells

**Dolphin Consumer Cash Back Rules**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Date of purchase: \_\_\_\_\_  
 Where purchased: \_\_\_\_\_  
 Model/Cash Back:  Supreme MD \$50  Supreme MX \$100  
 Serial # (stick label from carton here): \_\_\_\_\_  
 Date of purchase: \_\_\_\_\_  
 Where purchased: \_\_\_\_\_  
 Model/Cash Back: \_\_\_\_\_  
 Serial # (stick label from carton here): \_\_\_\_\_

Mail to: Maytronics US, Inc. • Attention: CONSUMER CASH BACK  
 4327 Park Dr., Suite 2 • Norcross, GA 30093

Consumer Rebates



Literature & Door Hangers

## SOCIAL MEDIA & WEBSITE CAMPAIGN



Find us on  
**Facebook**

*With social media, we no longer find products, products will find us.*

[www.facebook.com/DolphinRoboticPoolCleaners](http://www.facebook.com/DolphinRoboticPoolCleaners)

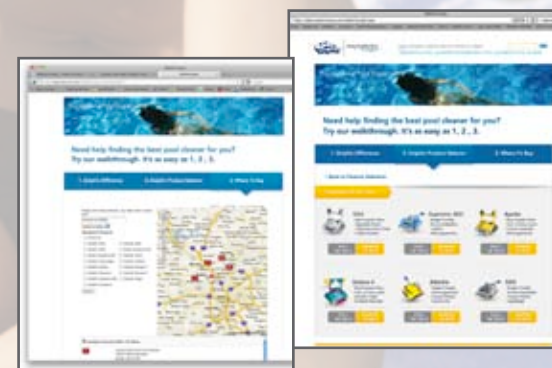
In today's market, social media is playing larger role than ever before in shaping consumer opinions and influencing purchasing decisions. Dolphin's Facebook page was created with a singular goal in mind – to serve as connection point for our dealers and potential customers. Through Facebook, we are able to provide your information to consumers and drive them right to your store!

### Facebook advantages:

- Ask the Expert- an invaluable resource for all consumer inquiries
- Demo "try-me" program- directs consumers to your retail location
- On-line sales, contests, and promotions- exclusive to participating Elite dealers

### Maytronics Interactive Website Enhancements:

- NEW: Invites consumers to select a Dolphin cleaner that best suits their needs
- NEW: Dealer locator for an easy & effective way for a consumer to find your location
  - Includes a map, directions, store hours, and other useful information



Broadcast Yourself™

[www.youtube.com/user/DolphinRoboticPoolCleaners](http://www.youtube.com/user/DolphinRoboticPoolCleaners)

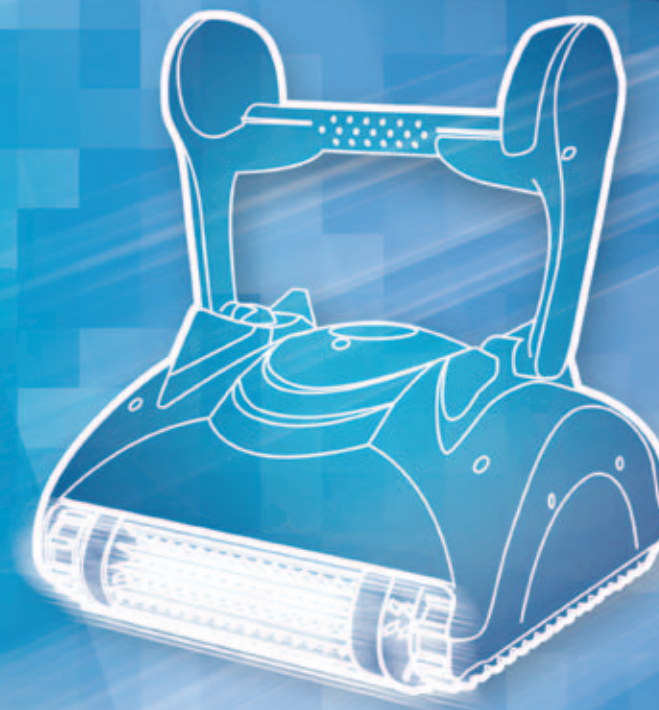
### A Dolphin resource for:

- Sales & repair videos
- Dealer & consumer testimonials
- Technical & FAQ information



## ELITE DEALER PROGRAM

PERFORMANCE  
**DRIVEN**  
TECHNOLOGY



Join our growing team of over 600 Elite Dealer members nationwide.



Exceptional Pool Experience

# THE PROGRAM

**Welcome to the 2013 Dolphin Elite Dealer Program.** Over the past two seasons, we have enjoyed incredible success with this program, growing it to over 600 dealers nationwide. We invite you to take a look at how partnering with Maytronics can grow your robotics business and positively impact your bottom line.

We've paired the world class technology of our products with an industry-leading retail program to give our Elite Dealers a truly exceptional partnership experience.

## New for 2013

- Redesigned dynamic floor displays and merchandising support
- Social media and web campaign to drive consumer demand
- High profit accessories and wearable parts
- Redesigned interactive Maytronics website
- Brand new *Preferred Elite Dealer* category



As part of our ongoing commitment to support independent professional pool and spa retailers, the Dolphin units that are part of this program are not available for sale online. The warranty will be voided for any Dolphin internet protected unit that is purchased via the internet.

Easy on-line registration at [www.maytronicsus.com/elite](http://www.maytronicsus.com/elite)



[www.maytronicsus.com](http://www.maytronicsus.com)

SILVER	GOLD	PLATINUM	VIP
Any 3 Units	Any 6 Units	Any 12 Units	Any 18 Units +
<ul style="list-style-type: none"> <li>• Multi-tiered display &amp; shell</li> <li>• Diagnostic kit (Power Supply, Testing Cable, Dolphin Tester)</li> <li>• Discounted demo                             <ul style="list-style-type: none"> <li>□ \$300 (dx3, M3, Endeavor, Atlantis)</li> <li>□ \$400 (dx4, M4, Edge, Apollo)</li> <li>□ \$500 (dx6, M5, Apollo Plus)</li> </ul> </li> <li>• 3% Co-op</li> <li>• Consumer rebates: \$50, \$100, \$150 April 1-June 30, 2013</li> <li>• Welcome Kit (Literature, Rebates, DVD, USB drive with dealer support info)</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-tiered display &amp; <b>2 shells or POP kit option for existing dealers</b></li> <li>• Diagnostic kit (Power Supply, Testing Cable, Dolphin Tester)</li> <li>• Discounted demo <b>Extra \$100 off</b> <ul style="list-style-type: none"> <li>□ \$200 (dx3, M3, Endeavor, Atlantis)</li> <li>□ \$300 (dx4, M4, Edge, Apollo)</li> <li>□ \$400 (dx6, M5, Apollo Plus)</li> </ul> </li> <li>• 3% Co-op</li> <li>• Consumer rebates: \$50, \$100, \$150 April 1-June 30, 2013</li> <li>• <b>Participation in social media campaign/leads</b></li> <li>• Welcome Kit (Literature, Rebates, DVD, USB drive with dealer support info)</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-tiered display &amp; 2 shells or POP kit option for existing dealers</li> <li>• Diagnostic kit (Power Supply, Testing Cable, Dolphin Tester)</li> <li>• Discounted demo Extra \$100 off                             <ul style="list-style-type: none"> <li>□ \$200 (dx3, M3, Endeavor, Atlantis)</li> <li>□ \$300 (dx4, M4, Edge, Apollo)</li> <li>□ \$400 (dx6, M5, Apollo Plus)</li> </ul> </li> <li>• <b>Free robot (same as majority purchased)</b></li> <li>• <b>5% Co-op</b></li> <li>• Consumer rebates: \$50, \$100, \$150 April 1-June 30, 2013</li> <li>• Participation in social media campaign/leads</li> <li>• Welcome Kit (Literature, Rebates, DVD, USB drive with dealer support info)</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-tiered display &amp; 2 shells or POP kit option for existing dealers</li> <li>• Diagnostic kit (Power Supply, Testing Cable, Dolphin Tester)</li> <li>• Discounted demo Extra \$100 off                             <ul style="list-style-type: none"> <li>□ \$200 (dx3, M3, Endeavor, Atlantis)</li> <li>□ \$300 (dx4, M4, Edge, Apollo)</li> <li>□ \$400 (dx6, M5, Apollo Plus)</li> </ul> </li> <li>• <b>2 Free units (same as majority purchased)</b></li> <li>• 5% Co-op</li> <li>• Consumer rebates: \$50, \$100, \$150 (Apr.1-June 30, 2013)</li> <li>• Participation in social media campaign/leads</li> <li>• Welcome Kit (Literature, Rebates, DVD, USB drive with dealer support info)</li> </ul>

## Introducing the Preferred Elite Dealer Program

Reserved exclusively for Dolphin Elite Dealers whose product knowledge, customer service, and commitment to Dolphin sales growth, set them apart from the rest. *Preferred* status goes beyond the standard program to offer additional benefits to this select group of dealers.

### Participation Requirements:

- Inventory, promote, and display all models within a robot family
- Purchase a Dolphin parts kit (Sale price: \$250)
- Become a Dolphin dealer service center
- Attend an online Dolphin sales & repair training session (schedule to be provided)

### Program Benefits:

- Preferred status on web site dealer locator
- Priority dealer support from Maytronics
- Consumer leads through web and social media campaigns
- Exposure through Facebook initiatives
- Participation in our "Ask the Expert" Facebook campaign

### Dealer Awards:

Each season, Maytronics selects regional Dealers of the Year. This award is chosen exclusively from among Preferred Elite Dealers and comes with a cash reward and wall plaque as well as industry trade recognition.