

## Point 88 and Pen 68 New 360 - Pen Displays Buy both displays for a chance to win a trip to Germany

### Contest Guidelines:

- Retailer must stock both the Point 88 and Pen 68 360 displays.
- Make a creative and eye-catching display centering around the Point 88 and Pen 68 360-Pen displays. Use the STABILO promo pack materials (see below) and/or your own designs. Any other STABILO items can be incorporated – the more creative and vibrant you are, and more STABILO products you use, the better!
- Host an in-store STABILO event between July 1, 2008 and December 1, 2008. Your STABILO event must be advertised to your customers in advance.
- To qualify, your 2008 STABILO purchases from MacPherson's must be greater than your 2007 purchases.
- **Deadline to submit this entry form is July 31<sup>st</sup>, 2008.**

### Judging:

- Entries will be judged on 3 points – the creativity of your display, the creativity of your event and the advertising for the event, and the increase in your 2008 STABILO purchases over your 2007 purchases. Entries must include a 1-page essay describing the in-store event, what it did to promote STABILO in your store, and why it was successful. Entries must be supported by 1-2 pages of pictures showing the event, the display, and the advertising supporting the event. MacPherson's will provide the 2007 & 2008 sales analysis for you. Entries will be judged in January 2009 by a panel of judges from MacPherson's and STABILO.
- Essays and pictures must be submitted NO LATER than January 15<sup>th</sup>, 2009 to: MacPherson's, Attn: Lisa Slauson, 1351 Ocean Ave., Emeryville, CA 94608. Late submissions will not be considered.

### Winners:

Two sets of winners will be selected – one from the Eastern United States and one from the Western United States. Winners will be announced in early February 2009.

### Grand Prize:

**The Grand Prize is a trip to Germany for the store owner and the store's MacPherson's sales rep.** The prize package includes 6 nights in Germany – 2 in Nuremberg, 2 in Munich, and 2 in Berlin. The planned itinerary will include a guided tour of the STABILO factory; other activities are yet to be determined. Hotel and domestic travel arrangements will be arranged and paid for by MacPherson's. Winners must make their own international flight arrangements; MacPherson's will reimburse for the international round-trip ticket from the winners' closest international airport to Nuremberg, up to \$1,200. All meal expenses in Nuremberg will be covered by STABILO. Each winner will receive a \$300 meal allowance in advance for the other 2 cities. All winners must travel together during the same week. The week will be chosen by the winners but must be in 2009.



### Point 88 360 Pen Display

- 25 Colors
- 360 fine liners total
- MSRP 90¢/each
- 22.8" h x 15.4" w x 11.6" d



### Pen 68 360 Pen Display

- 27 Colors
- 360 fiber tip pens total
- MSRP \$1.29/each
- 22.8" h x 15.4" w x 11.6" d

### 1<sup>st</sup> PRIZE

A \$500 check card for both the store owner and the rep.

### 2<sup>nd</sup> PRIZE

A \$100 check card for both the store owner and the rep.

### STABILO 360 ASSORTMENTS

Qty.	Item No.	SKU	Description	List	Regular EC+ Net at 50% off
	SW88-360	016096	STABILO Point 88 360 Pen Assortment w/ FREE Display	\$324.00	\$162.00
	SW68-360	016097	STABILO Pen 68 360 Pen Assortment w/ FREE Display	\$464.40	\$232.20
	SWPROMPK	018832	STABILO Point 88 Promo Pack	N/C	—

**YES! I am ordering both displays on this order** and would like to participate in the Point 88 for 2008 Contest.

**I already have both displays** and am submitting my store information on this form simply as the contest entry.

## Fax to 800 / 283-8329 attn: Jacquie Lochelt

Store Name: \_\_\_\_\_ Account No.: \_\_\_\_\_ P.O. No.: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Shipping Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Sales Rep. No.: \_\_\_\_\_ Sales Rep. Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Order Date: \_\_\_\_\_ Ship Date: \_\_\_\_\_

Conditions: All orders and dating are subject to MacPherson's Account Receivable Department Approval. Approval will be based on your credit limit, credit history, and payment status of your account. MacPherson's minimum order and standard freight terms apply. Discounts are based on minimum order and carton quantities. Order must be faxed in to the Emeryville Customer Service dept. on this form to receive discount

MacPherson's • 1351 Ocean Ave., Emeryville, CA 94608 • 2705 Crestridge Ct., Suwanee, GA 30024