



Retailer:

Contact:

Promotion Details:

In Store

Special Event/ Show

Web Seasonal

Description:

Promotion Dates:

Promotion Length:

Discount or Special:

Last approved Promotion:

In order to encourage sales and promotions of Keekaroo Brand Products, while still maintaining the integrity of the brand and its overall pricing, we are refining our Minimum Advertised Pricing to allow for TEMPORARY reductions in the advertised price of our product.

The details on this program are:

- This program is open to stocking dealers only, whether brick and mortar or internet sales, and only shipments to the designated store or warehouse.
- Promotions are only allowed on the retailer's own site, not on their marketplace storefronts such as sites like Amazon, EBay, Sears, Wal Mart, Buy.com, etc.
- Any promotion needs to be approved by Keekaroo for the amount of discount; timing; duration of promotion; and the length of time since the retailer last offered a promotion.
- The promotion MUST have a defined beginning and end, not just an open ended "sale."
- The Minimum Advertised Price must be maintained on the price tag on your show floor or the item page of your web site. This will allow the discount to be taken at the register or in the online shopping cart.
- Keekaroo will not discount from the wholesale cost for these promotions.

Retailer:

Contact:

Signature: _____

By signing below I understand and agree to the MAP policy outlined.

Email:

Phone:

Please email to Matt@bergeroncompanies.com or fax to 800-474-8016.

Internal use only:

APPROVED

DENIED

Keekaroo Representative: _____