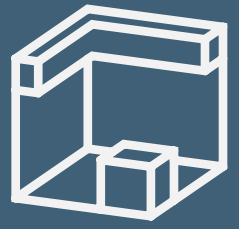


WANT TO MOVE YOUR PRODUCT?  
FOCUS ON THESE TWO CATEGORIES:



TRADE  
SHOWS



DISCOUNTS TO  
SUPPORT ADS



IN-STORE OR MULTI-  
BUY OFFERS



STORE  
DEMOS



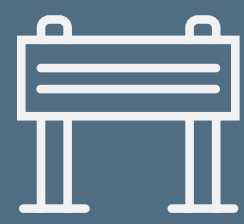
LOYALTY  
PROGRAMS

## TRADE SPEND

The amount invested on customers

## MARKETING SPEND

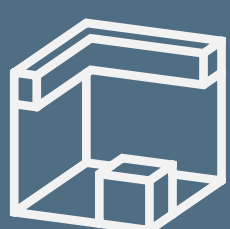
The amount invested targeting customers



SIGNAGE/SUPPORT  
AT COMMUNITY  
EVENTS



PUBLIC  
RELATIONS



TRADE  
SHOWS



SOCIAL  
MEDIA



MASS  
MEDIA