

MASTER  
SELECT  
**SMARTPOOL**  
DEALER

2010



Pool Cleaner Displays



Dealer-to-Consumer Direct Mail



In-Store Videos



Dealer Locator

## SMARTPOOL'S 2010 MASTER DEALER PROGRAM

Welcome to SmartPool's 2010 *Master Dealer Select Program! Qualifying is Now Easier than Ever! Simply Purchase the Minimum in ANY SINGLE Category - Pool Cleaners, Water Treatment Products, Lights and Alarms, Solar - and you can Start to Enjoy the Benefits of Being a SmartPool Master Dealer! Not Only will you be Stocking the Pool Industry's Hottest-Selling Products, you'll also be Getting Great Discounts, Dynamic New P.O.P., Product Literature, and Best of all, You'll be Featured in SmartPool.Com's Dealer Locator Program, which has Already Generated Tens of Thousands of Great Consumer Leads for SmartPool Dealers!*

## STANDARD MASTER DEALER PACKAGE - ANY CATEGORY

- Demo Unit Program Plus Additional 5% Discount
- 3% Co-op Advertising Allowance- (see details)
- 500 Product- Specific Direct Mail Postcards
- Monthly Blast Fax Product Savings Specials
- Literature, Brochures, Catalogs, Sell Sheets
- On-Line Consumer Purchases (see details)
- SmartPool-Driven Consumer Leads
- New "Buy it Now" Product Links Feature
- MapQuest Dealer Store Locator Map
- Access Code to Trademarked & Copyrighted Material
- On-site Training & Store Design Layout

### CATEGORY #1: ROBOTIC POOL CLEANERS

- Nitro Wall Scrubber Inground Cleaner
- Nitro Wall Scrubber Inground Cleaner w Remote Control
- Nitro Wall-To-Wall Inground Cleaner
- Nitro Wall Climber Inground Cleaner
- Nitro HD Commercial Cleaner w remote Control
- RoboKleen Aboveground Cleaner
- RoboKleen Plus Aboveground Cleaner

#### **TO QUALIFY:**

Choose a minimum of 3 IG Cleaners and/or 5 AG Cleaners

#### **FREE:**

- Nitro Floor Stand with One Display Shell
- RoboKleen Counter Display with Display Shell

### CATEGORY #2: WATER TREATMENT & EQUIPMENT

- AquaPills- AP01 - AP12
- Specialty Pills- AP70 – AP79
- SpaRoma Pills- SPA01 – SPA12, SPA61 – SPA64
- ChlorEase Saltwater Chlorinator
- ChlorEase Ultra Saltwater Chlorinator

#### **TO QUALIFY (MIX & MATCH):**

Choose a minimum of any 12 Cases of Pills and/or 3 ChlorEase Units

#### **FREE:**

- Blue Floor Base for Every 3 Cases of "Like" Pills
- ChlorEase Display Unit of Choice

### CATEGORY #3: SOLAR HEATING SYSTEMS

- SunHeater S220P with AP73 SolarPill for Aboveground Pools
- SunHeater 421P with AP73 SolarPill for Aboveground Pools
- SunHeater 425P with AP73 SolarPill for Aboveground Pools
- SunHeater 601P for with AP72 SolarPill for Inground Pools

#### **TO QUALIFY:**

Choose a minimum of any 3 SunHeater Systems

#### **FREE:**

- 4 Color Floor Display Picture Boxes (empty)
- Display POP

### CATEGORY #4: POOL LIGHTING & POOL SAFETY

- Aurora Halogen & LED Pool Lights for Aboveground Pools
- NiteLighter Aboveground & Inground Pool Lights
- PoolEye Pool & Perimeter Alarms
- New ASTM Inground and Aboveground Pool Alarm (PE23)
- YardGard Door, Window & Gate Alarms

#### **TO QUALIFY:**

Choose a minimum of any 5 cases of Lights and/or Alarms

#### **FREE:**

- NL35, NL50, PE12 or YG03 Display Unit of Choice
- NiteLighter Replacement Bulb Kit of Choice
- Display Boxes of Choice



### Program Participation Form

I (Your Name), \_\_\_\_\_

of (Dealer Name) \_\_\_\_\_

agrees to become a SmartPool Master Dealer as per the conditions listed below. This agreement becomes effective on the \_\_\_\_\_ day of

\_\_\_\_\_, 201\_\_\_\_. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### DEALER INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web: www. \_\_\_\_\_

SmartPool Agrees to Provide: All of the incentives described herein based on qualifying purchases by the Master Dealer.

Dealer Agrees to:

Advertise and support SmartPool products and order from the categories and dollar levels designated below on or before April 15, 201\_\_\_\_. The dealer may purchase additional products to qualify for further incentives described herein.

Distributor Agrees to:

Provide SmartPool with the qualifying purchase order/invoice in a timely manner.

SmartPool RSM: \_\_\_\_\_ Dealer \_\_\_\_\_

Distributor: \_\_\_\_\_ Date: \_\_\_\_\_

# 2010 SMARTPOOL MASTER DEALER PROGRAM ENROLLMENT/ORDER FORM

## CATEGORY #1: ROBOTIC POOL CLEANERS

NC32	Nitro Wall-To-Wall Inground Cleaner	<input type="text"/>	NC71HDC	Nitro Scrubber W/Remote Control	<input type="text"/>
NC51	Nitro Wall Climber Inground Cleaner	<input type="text"/>	RK01A	RoboKleen Aboveground Cleaner	<input type="text"/>
NC71	Nitro Wall Scrubber Inground Cleaner	<input type="text"/>	RK021	RoboKleen Plus Aboveground Cleaner	<input type="text"/>
NC71RC	Nitro Scrubber W/Remote Control	<input type="text"/>			<input type="text"/>

## CATEGORY #2: WATER TREATMENT & EQUIPMENT

AQUAPILLS			UNITS/CS	SPECIALTY PILLS		QTY/CS	SPECIALTY PILLS		QTY/CS
AP01	<input type="text"/>	AP05	<input type="text"/>	AP09	<input type="text"/>	12	AP70	SpringPill (30,000 gallons)	<input type="text"/>
AP02	<input type="text"/>	AP06	<input type="text"/>	AP10	<input type="text"/>	12	AP74	SpringPill (15,000 gallons)	<input type="text"/>
AP03	<input type="text"/>	AP07	<input type="text"/>	AP11	<input type="text"/>	12	AP71	WinterPill (30,000 gallons)	<input type="text"/>
AP04	<input type="text"/>	AP08	<input type="text"/>	AP12	<input type="text"/>	12	AP75	WinterPill (15,000 gallons)	<input type="text"/>
							AP72	SolarPill (30,000 gallons)	<input type="text"/>
							AP73	SolarPillPill (12,000 gallons)	<input type="text"/>
							AP76	90-Day + Algae (10,000 gallons)	<input type="text"/>
							AP77	Phosphate 1500 (20,000 gallons)	<input type="text"/>
							AP78	Complete Pool Care (50,000 gallons)	<input type="text"/>
							AP79	Salt Cell Guard (50,000 gallons)	<input type="text"/>
SALTWATER CHLORINATORS									
CL01	ChlorEase Saltwater Chlorinator for Aboveground Pools	<input type="text"/>							
CL02	ChlorEase Ultra Saltwater Chlorinator for Aboveground Pools	<input type="text"/>							
SPAROMA									
SPA 01-12	Single Scent 12 - 3-packs per case	<input type="text"/>	SPA 61-64	Bouquet Assort. 12 - 3-packs per case	<input type="text"/>		SAM PLER	Single Scent 12 - 1-packs per case	<input type="text"/>

## CATEGORY #3: SOLAR HEATING SYSTEMS

S220P	SunHeater 2' x 20 Solar System for AG Pools	<input type="text"/>	S425P	SunHeater 2 - 2' x 20 COMPLETE Solar System for AG Pools	<input type="text"/>
S421P	SunHeater 2 - 2' x 20 Solar System for AG Pools	<input type="text"/>	S601P	SunHeater 2 - 2' x 20 Solar System for IG Pools	<input type="text"/>

**See SmartPool Catalog for SunHeater Accessories**

## CATEGORY #4: POOL LIGHTING AND SAFETY

POOL LIGHTING			POOL ALARMS & GATE, DOOR, WINDOW ALARMS		
NL35	NiteLighter 35 Watt A/G Pool Light	<input type="text"/>	PE12	PoolEye AG Alarm	<input type="text"/>
NL50	NiteLighter 50 Watt A/G Pool Light	<input type="text"/>	PE13	PoolEye AG Alarm w/Remote Receiver	<input type="text"/>
NL52	NiteLighter 50 Watt Soft-Sided Pool Light	<input type="text"/>	PE20	PoolEye IG Alarm	<input type="text"/>
NL100	NiteLighter 100 Watt A/G Pool Light	<input type="text"/>	PE21	PoolEye IG Alarm w/Remote Receiver & Temp. Monitor	<input type="text"/>
NLMC	NiteLighter Multi-Color A/G Light	<input type="text"/>	PE22	PoolEye IG Alarm w/Remote Receiver & Infrared Perimeter	<input type="text"/>
NL55	NiteLighter 50 Watt Ultra I/G Pool Light	<input type="text"/>	PE23	PoolEye IG/AG ASTM Alarm w/Remote Receiver	<input type="text"/>
NLAU01	Aurora Halogen Pool Light w/Return	<input type="text"/>	YG03	YardGard Gate/Door/Window Alarm	<input type="text"/>
NLAU10	Aurora Color-Changing LED Pool Light w/Return	<input type="text"/>	YG04	YardGard Gate/Door/Window Alarm - Hardwired	<input type="text"/>
			YG18	YardGard Programmable Gate/Door/Window Alarm	<input type="text"/>

Which swimming pools do you carry? Inground  Aboveground  We do not carry swimming pools

Would you like to be contacted about how we can help develop your website?  Yes, please have someone contact me  No, thank you

Would you like to receive occasional emails about SmartPool products and promotions?  Yes, please have someone contact me  No, thank you