



# PERFORMANCE CORNER®

## 2014 MARKETING PROGRAM



1 FULL COLOR RETAIL CATALOG



2 IN-STORE SIGNAGE



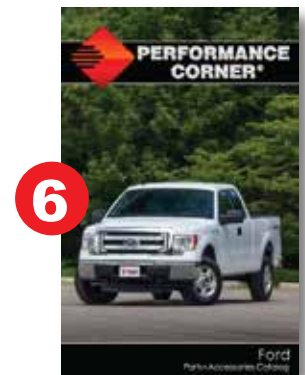
3 RETAIL SALES FLIER



4 WINDOW POSTERS



5 SOCIAL MEDIA



6 VEHICLE SPECIFIC BROCHURES



7 SPECIALTY PARTS ORDER CENTER



10 DIGITAL MARKETPLACE



8 DYNAMIC WEBSITE



9 POWER WEB ELECTRONIC MARKETING



11 BRAND IDENTITY POSTERS

**COMPETITION SPECIALTIES INC**

Exclusive Distributor for Performance Corner

1.800.426.0950  
PerformanceCorner.com



# A FULL FEATURED MARKETING PROGRAM FOR LESS THAN THE COST OF A LOCAL NEWSPAPER AD!

- Store Signage
- Special pricing
- 1 full color window poster 5 time a year
- Specialty Parts order center
- Vehicle Specific Brochures
- 1 full color Brand Identity poster 5 times a year

- Local Co-op
- 50 Full color retail flyers 5 times a year
- Online store locator
- 50 Full color consumer retail catalogs
- Power Web Email Marketing (Optional program)
- Digital Marketplace for online sales (Optional program)

## 1 FULL COLOR RETAIL CATALOG

This heavyweight features full color pages jammed full of performance parts, sports compact parts, offroad, towing products and truck accessories from the biggest name brands

- 50 FREE copies
- Custom covers available
- One year life
- Over 30,000 application listings

## 2 IN STORE SIGNAGE

Great looking illuminated window sign to build your Performance Corner identity in the Store

- FREE when you join

## 3 RETAIL SALES FLIER

Specially designed for in-store use, these full color 16 page "mini-catalogs" features exciting accessory items at special sale prices. Use them for counter handouts, newspaper insertions, distribution to local businesses and more!

- 50 retail sales fliers 5 times a year
- Wide variety of exciting products for strong pass around value.

## 4 WINDOW POSTERS

1 large, full color window poster 5 times a year highlights featured product

- Highly visible from a distance
- Advertises featured items from retail mailer

## 5 SOCIAL MEDIA

Performance Corner loves car culture and we've been linking our customers, retailers and manufacturers through social media. Performance Corner is actively involved through Facebook, Twitter and LinkedIn.

## 6 VEHICLE SPECIFIC BROCHURES

Performance Corner retailers receive 50 each of the Ford, Chevy, Dodge, and Toyota vehicle specific brochures (VSB's) once a year. Filled with the latest and most popular accessories, these brochures will allow Performance Corner stores to target and fine tune the selection of accessories to their customers. Additional brochures are available for a fee. Limited to stock on hand.

## 7 SPECIALTY PARTS ORDER CENTER

Every Performance Corner retailer receives a free specialty parts order center. The ultimate point of purchase display, increasing both add-on and special order sales

- Base column displays the annual catalog in a highly visible location making it easy for consumers to pick one up
- Top holder places the sale flyer directly in front of the consumer while the flat top holds a catalog for the consumer to browse through while waiting on parts or service

## 8 DYNAMIC WEB SITE

The Performance Corner website offers a portal for retail consumers to access Social media, news, tech tips, current retail flyers, rebates and a store locator to drive customers to your business.

- Social media access
- Vendor Rebates, News and Tech Tips
- View current retail flier
- Online store locator

## LOCAL CO-OP

- Some limitations apply

## 9 POWER WEB ELECTRONIC MARKETING

Power Web is an optional Performance Corner e-mail program that enables Performance Corner stores to have access to an archive of new product releases, promotions, art, text, logos, and custom tailored e-mail templates from Performance Corner. Along with social media integration with sites such as Facebook, Twitter, and LinkedIn and analytical breakdowns of each message, you have everything you need to make a successful e-mail campaign. Additional monthly charges apply.

## 10 DIGITAL MARKETPLACE

The Digital Marketplace program is an optional Performance Corner program designed for you to establish an online presence. Optimized to support Performance Corner marketing materials, the Digital Marketplace integrates 100 products from each tabloid release into your site automatically. These sites are scalable and can be expanded from the basic, 100 part number capacity to an unlimited selection as your business grows. Initial setup fee and additional monthly charges apply.

## 11 BRAND IDENTITY POSTERS

Perfect for new product launches, category marketing, and seasonal offers to increase your brand awareness. These posters are not limited to a specific time frame and can stay up in your store for increased awareness of your brand and product offerings

- 1 window poster 5 times per year

# ALL FOR ONLY \$75 EVERY OTHER MONTH

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