



NATIONAL LBM DEALER APPRECIATION DAY AUGUST 24, 2017

PARTICIPATION

- Contest will run from August 1, 2017 – August 18, 2017
- Customers may receive a participation kit that may include t-shirts, pens, post-its, and tumbler cups
- Customers can earn points by participating in various activities
- National LBM Dealer Appreciation Day Point Scale
 - 1 POINT ACTIVITIES
 - Email picture for your Sales Rep to post (Max: 2)
 - Email video for your Sales Rep to post (Max: 2)
 - Like the Facebook event page (Max: 2)
 - Follow on Twitter/Instagram (Max: 2)
 - 2 POINT ACTIVITIES
 - Post picture on the Facebook event page (Max: 5)
 - Post video on the Facebook event page (Max: 5)
 - Your Sales Rep posts a picture or video on Salesforce Chatter (Max: 2)
 - Post picture/video and tag Dealers Choice on Twitter/Instagram (Max: 5)
 - 3 POINT ACTIVITIES
 - Post picture/video on Twitter/Instagram with Dealers Choice gear/giveaways (Max: 5)

SOCIAL MEDIA

- Facebook
- Twitter (@myDCDist)
- Instagram (@DealersChoiceDistribution)

PRIZES

- BRANCH PRIZES
 - Customer that earns the most points per branch will be awarded a cookout provided by Dealers Choice
 - The cookout will take place on August 24, 2017
- GRAND PRIZE
 - Customer with the most points out of the 22 Dealers Choice branches will win an all-expense paid trip to the IBS Show in Orlando, FL – January 9-11, 2018 (Valued at \$1,500)