

## 2017 Dealer Incentive Program

Cinderella is pleased to offer an extensive dealer appreciation program for those dealers making waves in their market. This program includes both an account credit to be used towards future purchases and the ability to earn an invitation to our annual dealer appreciation and incentive trip. Cinderella's program rewards both long-time customers and new dealers and builders looking for a distributor to help them grow their business. The Wavemakers program is our way of saying thanks to our loyal and valued customers for supporting Cinderella during 2017 pool season.

### DEALER CREDIT SCHEDULE

AMOUNT OF QUALIFYING PURCHASES	CREDIT AWARDED
\$25,000 - \$75,000	1% DOLLAR 1
\$75,001 - \$200,00	1.5% TO DOLLAR 1
\$200,001+	2% TO DOLLAR 1

### Terms & Additional Information:

- Credit is earned on qualifying purchases between October 1, 2016 and September 30, 2017
- To qualify for the program, total qualifying purchases must be minimum of \$25,000
- To be eligible for credit, dealer must be current throughout the year on all invoices
- Credit will be available for use after December 2017
- No credit will be awarded for purchases of Funshine or Sparkle N' Shine, pallets, bottle and case deposits, warranties, returns, and freight.

### Annual Incentive Trip

Escape the cold and feel the warm sun on your skin on a luxurious vacation getaway! This year, the Cinderella trip destination is the 5-Star Ritz Carlton Naples. Join us for 5 days and 4 nights of pure paradise. All dealers who meet one of the criteria outlined below qualify for a trip for two people. This is an extra reward in addition to the dealer credit earned. Please see the reverse for full details.

### WaveMakers Incentive Trip

QUALIFYING PRODUCTS	QUANTITY REQUIRED October 1, 2016 to September 30, 2017
Cataloged Spas	Purchase 20
Inground Pool Kits (including steel, liner, white goods, and rail goods)	Purchase 12
Auto Pool Covers	Purchase 15
Funshine	Purchase \$40,000
Combined Products (excluding Funshine & Sparkle N' Shine)	Purchase \$300,000



For more information, visit us online at [cinderellainc.com](http://cinderellainc.com), or contact your Cinderella representative.

# 37<sup>th</sup> Annual Dealer Appreciation and Incentive Trip

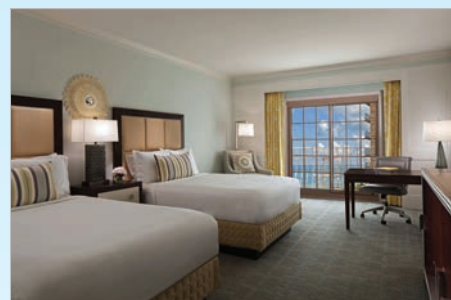
## Ritz Carlton Naples



The destination for Cinderella's 37<sup>th</sup> annual Dealer Appreciation and Incentive Trip is the Ritz Carlton Naples. Join us from Thursday, January 18, 2018 through Monday, January 22, 2018 at this beautiful 5-Star resort on the Gulf Coast of Florida.

### Included in your vacation package is the following:

- Roundtrip airfare from Detroit or other gateway cities to Fort Myers, Florida.
- Transfers to and from the Fort Myers airport and the Ritz Carlton Naples.
- Five days and four nights at the Ritz Carlton Naples in Coastal View rooms.
- Welcome cocktail reception with heavy appetizers and farewell dinner.
- Bellman and maid gratuities.
- On site travel staff and hospitality desk.
- \$250 credit per room to be used towards meals and drinks.



### Rules:

- Trip is intended for owners or principals and their guests.
- Limit one free trip for two per company.
- Should additional owners or principals and their guests wish to attend the trip, the cost is \$2500 per person which can be paid for the dealer credit earned (space permitting).
- If guests wish to extend their stay before or after the official dates of the trip, they may do so as space allows at their own expense.
- No credit will be afforded for dealers wishing to meet the group at the resort and utilize a land only option.
- Trip is limited to the first 60 guests who sign up on a first come, first served basis.