



2010 PROMOTIONAL SERVICES

MARKETING INCENTIVE PROGRAM

June 4-11, 2010

Alaskan Cruise

This program is in its fourteenth successful year, providing quality product selection, increased distribution, increased supplier support and building retailer relationships. Take advantage of this opportunity to showcase premier products for a 21-week period. Suppliers may participate at three various levels.

TRADE SHOW

February 25 - 26, 2010

The SAS Vendor Exhibit and Trade Show is your guide to defining convenience. This show offers a full array of promotional products, attractively displayed and merchandised to assist our retailers with store layout. This is your opportunity to display the newest of items and the best of items to our customers. The cost is **\$2,500** per booth for our 2010 show.

FALL/WINTER PROGRAM

June 2010

Format and pricing for this program will be communicated mid year. Products from the Fall/Winter selling season will be featured with promotional pricing for retailers.

REGIONAL SALES MEETINGS

These meetings are available for you or your associates to present pre-authorized products, programs, and promotions. The meetings offer an ideal opportunity to access 20 to 30 retail sales associates and their managers. Regional sales meetings are held monthly throughout the six sales regions at a cost of **\$700** per meeting or **\$3600 for eight meetings**.

OWIK TURN PROGRAM

This program is a proven success for General Merchandise, Confection, and Snack categories. It requires products to be merchandised on a "clip strip". They can then be placed in numerous areas in the store which is supplemental to its primary location. **\$300-\$500** per clip strip.

MONTHLY MARKETING PROGRAM

This promotional program assists our customers in selecting promotional items to feature for a six-week period.

January.....	12/21/09 to 01/29/10
February.....	01/25/10 to 02/26/10
March.....	02/22/10 to 03/26/10
April.....	03/22/10 to 04/23/10
May.....	04/19/10 to 05/28/10
June.....	05/24/10 to 06/25/10
July.....	06/21/10 to 07/30/10
August.....	07/26/10 to 08/27/10
September.....	08/23/10 to 09/25/10
October.....	09/20/10 to 10/29/10
November.....	10/25/10 to 11/26/10
December.....	11/22/10 to 12/24/10

PARTICIPATION LEVEL

- Feature Item (front & back) **\$ 1,600**
- Deluxe Items (inside) **\$ 1,300**

MONTHLY BOOKING PROGRAM

This booking program is your link to enhancing distribution and introducing new products to the retailer. Published monthly, the cost of this program is **\$550 - \$750, depending upon item selection**.

CORPORATE SALES MANAGEMENT MEETINGS

This meeting is held monthly as a business meeting prior to the monthly regional sales meetings. This is an ideal opportunity to discuss market trends, present new programs or items, provide merchandising ideas, and network with our sales management. Cost for this program is **\$850**.

DISTRIBUTION DRIVE

This valuable service will focus our entire sales team on filling distribution gaps. Consideration should be given to combining this with a promotional allowance or incentive to "fill the gap". Cost for this program is **\$500**.

SEASONAL CATALOGS

The cost for inclusion in the seasonal catalog program will be **\$200** per SKU featured. We are restructuring this program. New rates may prevail.

Halloween

Vendor Information Deadline 2/01/10

Christmas

Vendor Information Deadline 3/01/10

Valentine

Vendor Information Deadline 5/31/10

Easter

Vendor Information Deadline 7/05/10

NEW PRODUCT ADMINISTRATIVE FEE

This service provides implementation into our system, publication and introduction to the retailer by SAS Sales Reps. The cost is **\$750** per new item.

PLANOGRAMS

Planograms are developed to meet marketing needs through the software of Spaceman. These planograms provide the orderly placement of the top selling products proportionate to their space in selling popularity. Cost of the Planogram is **\$85** per item.

PACESETTERS

Embarking on our fourth year of this program, our customers look forward to receiving their "Pacesetter" items. Pacesetters provides a fast track to distributing your product to our customers who have signed up for immediate shipments of those items designated as "pacesetters". Be on the fast track...participate in Pacesetters. Cost per item is **\$750**.

SAS BUSINESS EXCHANGE

The purpose of the SAS Business Exchange is to meet one-on-one with key customers discussing new programs, new items, "hot" deals for the next year. This invite is by invitation only. **\$2500**



S. Abraham and Sons, Inc. is proud of our growing business tradition as a wholesale distributor of groceries, candy, tobacco, general merchandise, and convenience foods.

Our principal philosophy is based upon a commitment to understand our customers and meet their needs. Creativity in marketing and merchandising and the highest quality in product selection will allow us to ensure the profitability of our business, customers, and retailers.

Thank you for your continued support which enables us to present product selection, customized programs and service to SAS customers. As we begin 2010, we want to continue our strong partnership with our suppliers and retailers to mutually build a successful business for us all. We will continue to exceed all expectations with Awesome Customer Service.

S. Abraham & Sons, Inc.

- Quality
- Value
- Service

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2010 Promotional Services



Working Together

Striving for Perfection

**To deliver Customer
Satisfaction**