



VDTA•SDTA along with manufacturers and distributors in the floorcare industry sponsor International Spring Cleaning Month – a promotion that helps dealers target consumers, increase store traffic, and make more sales. VDTA provides Spring Cleaning Month marketing kits – FREE for MEMBERS – complete with posters, hangtags, sales tags, and more. Industry sponsors donate merchandise prizes for your customers, and VDTA•SDTA sponsors a gift certificate worth \$600 as the Grand Prize (to be used and valid only where the winner registered).

Below is our Spring Cleaning Month order form to reserve your promotional kit, FREE for MEMBERS. Be sure to send it in early, so you can start March out with a bang – or whatever noises come your way when cleaning.

Return this form to our office to reserve your promotional kit **As Soon As Possible.**

Yes, send me the International Spring Cleaning Month promotional kit, FREE for VDTA Members

FAQS

How does the dealer get paid for the gift certificate?

The winner will be sent a gift certificate worth \$600, specifying the dealer's name and address where it must be used (the dealer is also sent a copy of the certificate and an additional form by VDTA). When the winner visits the store and uses their gift certificate, the dealer gives them the products they wish to purchase and signs the form provided by VDTA. Lastly, the dealer will need to fax, mail, or scan-and-email the form and a copy of the receipt to VDTA's offices. VDTA will mail a check to the dealer for the gift certificate within 24 hours. Please do NOT make your customer wait until you get paid for the certificate.

Can the dealer use their own gift cards (instead of the certificate)?

If the dealer has their own gift cards, VDTA will send the dealer a check for \$600 so they can issue the winner their company gift card. This makes it really easy for your customer to shop.

Note: VDTA has entered into a contract with Heartland Payment Solutions, which offers a gift card program. If you do not have gift cards presently, this might be a great time to start.

Does the winner have to use all \$600 at once?

The winner will not be required to use the entire certificate amount at one time. Should not all of the \$600 be spent at one time, the dealer will need to indicate on the back of the certificate how much is left. The dealer will not be sent any money until the customer makes their first purchase with the gift certificate. If the winner forfeits or decides not to use the gift certificate at all, the dealer will not be paid.

Can the winner receive cash back?

No. The winner has to buy merchandise.

What if the certificate is lost?

No copies will be allowed and NO replacement for lost certificates.

Your Name: _____

Company Name: _____

Street Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Fax this form to 515-282-4483 OR scan-and-email to mail@vdta.com OR mail to 2724 2nd Ave, Des Moines, IA 50313