



IDEAL PROMOTIONS INC.
MARKETING AND MANAGEMENT SERVICES

**MERCHANDISING
&
DISPLAY PROGRAM
CERTIFICATION**

OCTOBER 2010



Confidentiality

Ideal Promotions Inc.

Marketing and Management Services

The information contained within this document and all subsequent documents is confidential material containing sensitive trade secrets valuable to the operation of Ideal Promotions business. This information is provided for evaluation and certification purposes only. Any unauthorized disclosure or distribution of the information is prohibited.



Ideal Promotions Inc.
Marketing and Management Services

Indemnification and Hold Harmless

Ideal Promotions, Inc. hereby agrees to indemnify and hold harmless for any damage, loss, expense, penalty, fine or which or any of its officers, and employees or agents may incur arising out of Company's supplying of materials and/or services as a display company.



Ideal Promotions Inc.
Marketing and Management Services

MANAGEMENT AND MARKETING SERVICES FOR RETAIL LIQUOR LICENSEES

We provide management, marketing, and purchasing services for retail liquor licensees.
We provide marketing and promotional services for alcoholic beverage manufacturers.

- A. We act as negotiating agents, for these stores. We arrange prices with vendors so that our group can purchase competitively with the largest chains.
- B. We produce and supply a monthly cost book for each store showing the proper discount, case and bottle cost, resale, gross margins and the vendors to buy from.
- C. We supply a monthly bulletin listing special promotions for easy store review.
- D. We supply a weekly information bulletin to each store keeping current with cost and resale changes that take place so rapidly in the alcoholic beverage industry. Our coordinator helps the store managers digest and react to the bulletin.
- E. We supply an alcoholic beverage department coordinator to help in operating the store efficiently. He sees that beer, wine, and spirits are properly merchandised and priced. He acts as the store supervisor, reporting directly to the manager.
- F. We perform display and merchandising services. Our trained personnel install point of sale displays that create impulse customer purchases in all stores that we represent.
- G. We supply camera ready weekly advertising copy for insertion in store ads with the proper items and sale prices, and weekly window signs to dramatize featured advertised items.
- H. We offer an instant, easy, informational and problem solving service via telephone with our always available office staff.

These Ideal Promotions services are unique in the alcoholic beverage industry and are offered at a minimal cost without strings or gimmicks.