



Eaton Farms

Become A Web Partner for 2008
www.PennsylvaniaPride.com



Eaton Farms customers are not automatically listed on our Web Site. While there is no charge for being listed, in order to be considered a *Pennsylvania Pride* Web Site Partner, you must meet criteria that include but are not limited to:

- Filling out a 2008 "Become a Web Partner" sign-up form
- Being an independent retail garden center
- Pre-booking a spring order annually by 12/31
- Having a proven credit history with Eaton Farms
- Honoring all *Pennsylvania Pride* programs (guarantee, plant vouchers, gift certificates, etc.)
- Brand Promotions (Point of Purchase Displays) within your Garden Center
- Product Representation through Volume (having a good, varied product mix)

Once you sign up and meet all criteria, you will be placed into one of three tiers. Placement is determined by your Annual Sales Volume and your Eaton Farms Credit Grade:

Tiers:

Tier One: Minimum of \$50,000 Annual Sales Volume, Minimum 'A' Credit Grade

Tier Two: Minimum of \$25,000 Annual Sales Volume, Minimum 'B' Credit Grade

Tier Three: Minimum of \$10,000 Annual Sales Volume, Minimum 'B' Credit Grade

*Customers with 'C' Credit Grade or lower will not be listed on web site.

*For customers with multiple store locations we will use the combined Annual Sales Volume of all stores to automatically list you in Tier Three. We will then separate the store totals and move individual stores accordingly.

All customers will have their Garden Center name, address, phone number, directions and web address (if applicable) listed. If you have a company web site, we require that you have a *PennsylvaniaPride.com* link on your web site. We will supply you with a link. Additional rewards are offered to qualified customers for Tier One and Two:

Rewards: All Web Partners—

- Automatically earn an additional 2% customer discount
- Are eligible for special availability offers
- Get preferred availability

*Tier One qualifiers will appear first when Garden Center listings are posted, followed by Tier Two qualifiers and so on.

Tier One: Color photo of GC, logo, text field, 10% off POP purchases

Tier Two: Logo, text field, 5% off POP purchases



Required link available for your web site

We ask that you renew your "partnership" every year. In order to have the fullest confidence in our web partners to whom we refer consumers, we are requiring your consent along with your signature on this form. With your signature, your company agrees to honor ALL *Pennsylvania Pride* promotions in the form of vouchers, certificates, or any method we deem appropriate, for the purpose of supporting the *Pennsylvania Pride* Brand.

Customers partnered with our web site who have their link on *PennsylvaniaPride.com* are also required to include a link to *PennsylvaniaPride.com* on their site. Deadline for icon placement is 1/31/08.** Only those customers who agree to honor this agreement will be listed on the web site and receive all the benefits provided to them through *PennsylvaniaPride.com*. ****Eaton Farms reserves the right to remove your garden center from our web site for any reason we deem necessary.**

Signature

Web Page Contact Person

Print Name

E-mail Address (of Web Contact)

(Please fill out as you would like it to appear on our Web Site)

Company Name

Address

Phone Number

City

Web Address (if applicable)

State

Zip Code

Fax to 800.813.6244 or hand to your Eaton Farms Sales Rep.