



AUTHORIZED DEALER PROGRAM LEVELS

❑ MASTER DEALER*

- Carry the full line of Case products, including collectables/commemoratives
- Offer some SFO merchandise
- Must be a Select Dealer
- Submit an advertising plan
- Place a minimum of ten (10) Case advertisements per year**
- E-mail address
- Participate in consumer mailings
- Willing to host Case Consumer Events
- Case Approved Website
- Meet minimum of \$50,000.00 credit limit
- Meet all other minimum requirements for A.D. program, as well as Platinum, Gold and Silver levels
- Provide standing PO for one each of every new product

❑ GOLD

- Carry a minimum of 100 Case SKU's
- Carry some commemorative merchandise
- Place a minimum of three (3) co-op advertisements per year**
- Meet minimum of \$10,000.00 credit limit
- Meet all other minimum requirements for A.D. Program and Silver level

❑ PLATINUM*

- Carry a minimum of 125 Case SKU's
- Accept major credit cards
- Offer CCC member discounts
- Publish a toll-free telephone number for ordering and customer service
- Drop-ship Case merchandise
- Advertise Case products a minimum of six (6) times per year**
- Indoor and outdoor Case signage
- Submit promotional plan for Case merchandise
- Complete sales training course
- Meet minimum of \$25,000.00 credit limit
- Meet all other minimum requirements for A.D. program, as well as Gold and Silver levels

❑ SILVER

- Carry a minimum of 50 Case SKU's
- Carry some promotional merchandise
- Enroll in Hot Faxx program
- Place a minimum of two (2) co-op advertisements per year**
- Allow Case involved floor merchandise planning
- Participate in Case Collectors Club and Club promotions
- Meet minimum of \$5,000.00 credit limit
- Must maintain a positive working relationship

**Any approved form of promotional marketing.

NOTE: ALL LEVELS ARE SUBJECT TO VERIFICATION.

Complete the following information and return with dealer signature to the attention of:
Kelle Noe (877) 227-3997 Fax

ACCOUNT NAME _____

CONTACT PERSON _____

ADDRESS _____

DAYTIME PHONE NUMBER _____ FAX NUMBER _____

DEALER SIGNATURE _____

For more information call:
(877) 227-3996 • (877) 227-3997 Fax

W.R. CASE & SONS CUTLERY COMPANY NATIONAL SALES OFFICE
P.O. Box 24180 • Knoxville, Tennessee 37933