



DIAMOND SHOWROOM

2022 DEALER PROGRAM DETAILS



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LORELL® MARKETING DEVELOPMENT FUND (LMDF)

The Lorell® Marketing Development Fund (LMDF) is a flexible fund to support co-marketing efforts to grow your Lorell business in the marketplace.

LMDF BASICS

- Develop a written strategic plan around LMDF spending.
- Lorell® must be prominently featured in all marketing material.
- Must use either the standard or Diamond Lorell® logo that comply with all brand guidelines.
- All submissions for funds must be approved by the S.P. Richards Furniture Regional Sales Managers & VP of Furniture Sales.

LMDF CALCULATIONS

- Volume is annual Net Direct/Lorell® Volume minus returns.
- Open orders are not calculated in determining level, only orders that are shipped and billed will count.

HOW TO CALCULATE LMDF

EXAMPLE

Lorell® Eligible Purchases \$300,000
LMDF @ 2%

TOTAL \$6,000

Dealer must have a minimum of \$50,000 in net Lorell® eligible purchases the previous year to participate.

Submit all pages of invoice and/or receipts with every claim!

GUIDELINES

Claims must be filed within 60 days of the invoice date.

Claims will be paid up to the accrued amount.

Remaining funds do not carry over year to future years or have a cash value.

A maximum of up to 10% of Lorell MDF funds will carry over to following year, but purchase must be invoiced by January 31st of following year.

All pages of invoice and/or receipts must be submitted with every claim.

Showroom discount is 50/50

***Working Showroom is not acceptable**

EXCEPTIONS

All claims will be approved at 50% unless otherwise published. Exception requests must be pre-approved by S.P. Richard's VP of Furniture Sales.

SUBMITTING CLAIMS

- Claims must be submitted within 60 days of the date the expense was incurred.
- Invoice date determines quarter and year of the claim. The last submission date for the year is February 1 of the following year.
- All claims must be submitted to the SPR Furniture Regional Sales Managers with the appropriate supporting documents.
- No claims will be covered if they fall outside the authorized claim category without pre-approval.
- The LMDF is based on a calendar year and the program must be effective to apply.
- For new Lorell Diamond Dealer, the LMDF starts accruing the 1st day of the month following the opening of the showroom approved by the S.P. Richards Furniture Regional Sales Manager.

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CLAIMABLE CATEGORIES 50%

(pre-approval required)

TELEVISION

Broadcast on FCC-licensed television stations, network or cable :30 or :60 seconds in length.

Lorell® product must be mentioned at least one time in a :30 second commercial and two times in a :60 second commercial.

Only reimbursed for actual media placement.

RADIO ADS

Broadcast on FCC-licensed radio stations :30 or :60 seconds

Lorell® product must be mentioned at least three times in the spot.

Only reimbursed for actual media placement.

BILLBOARDS

Any size, painted, posted or back lit with Lorell logo.

NEWSPAPERS

Display advertising in newspaper that publishes at least weekly with Lorell Logo.

MAGAZINES

Display advertising in magazines that publishes at least monthly.

LOCAL PUBLICATION

Display advertising in newspaper that publishes at least six issues per year and/or local or regional editions of national business or news magazines.

DEALER WEBSITE DESIGN

Design costs and development of information related to Lorell® product by an outside website developer.

Images can be found on the Image Library.

INTERNET ADVERTISING

Keywords, ad words, banners

Links must connect to www.lorellfurniture.com from dealer's website.

Not included: creative, preparation charges, agency fees or similar expenses.

PROMOTIONS/SPIFFS

Money paid to SPR/Lorell® Dealer Sales for selling Lorell® products during a promotion. Submit the outline of the promotion including dates, spiff amounts, payout schedule and estimated costs for pre-approval by your SPR Furniture Regional Sales Managers. Claim requirements must include payout schedule and results showing total paid out.

TRUCK WRAPS

Truck wraps, decals or painted signs on your service or delivery trucks requires pre-approval.

CLAIMABLE CATEGORIES 100%

(pre-approval required)

PRODUCT SAMPLES

Sample orders for customer.

SHOWROOM PRODUCT PROGRAM

The showroom program can be used to purchase product for the showroom display program.

PRODUCT

Only product approved by the SPR Furniture Regional Sales Manager will be approved for the LMDF program.

BRANDED MERCHANDISE

Branded merchandise can be purchased through a local vendor and must include Lorell® logo.

SHOWROOM SIGNS

Point-of-purchase materials

Product posters

Banners and signs for showroom

INDOOR/OUTDOOR PERMANENT SIGN

Permanent indoor/outdoor signs added to your store building or store property.

OPEN HOUSE

Costs for open house including food, beverages and catering.

LORELL® LITERATURE

Literature purchased for dealer distribution.

(Shipping charges and tax not eligible)

LORELL® CATALOGS

Lorell® Catalogs purchased during the pre-publication order period.

(Shipping charges and tax not eligible)

LORELL® CATALOG DISTRIBUTION

Postage and distribution costs to distribute Lorell catalog.

DEALER FLYER DISTRIBUTION

Postage and distribution costs to distribute dealer-produced dealer flyer.

CONSUMER SHOW BOOTH FEES

Booth space for consumer shows

(Must be pre-approved and attended by your SPR Furniture Regional Sales Managers)

NOTE: Fee to have booth and participate in dealer show is covered at 100% with pre-approval