

MY21 **LAZER** FLOOR-SET PROGRAM

PROGRAM SUMMARY

A multi-tier program to set the shelf with MY21 LAZER Helmets in H2 of 2020. Participation in this program could add to your ASAP discount on all Team SHIMANO products through the 2021 Team SHIMANO Annual Program. Contact your Rep for more details.

MY21 LAZER FLOOR-SET PROGRAM DETAILS

	TIER 1	TIER 2	TIER 3
LAZER FLOOR-SET BOOKING COMMITMENT	\$7k	\$3.5k	\$1k
FREIGHT	FREE	FREE	FREE
DISCOUNT / TERMS*	20%, 120	15%, 90	10%, 60

* Discount/Terms Apply to Floor-Set Orders *Only*

ADDITIONAL SUPPORT AVAILABLE

- LAZER branded helmet displays (with shelf talkers), slat wall shelving, and mirrors available upon request
- LAZER digital content available upon request
- LAZER PromoBoxx support available for qualifying dealers

QUALIFYING NOTES

- Qualifying levels are determined by LAZER products, including Helmets and Accessories
- LAZER orders must contain LAZER products only and cannot be mixed with other Team SHIMANO products
- Program orders may be split into two (2) ship dates, but both must ship in 2020 H2