

ADC ALERT

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7/1/2015



ADC's Dealer / Vendor Trip 2016 February 28 - March 6, 2016 at IBEROSTAR Paraiso Maya

Located right on the beach between Cancun and Playa del Carmen, on the Riviera Maya (Mexico), the IBEROSTAR Paraiso Maya hotel is a 5-star All-Inclusive accommodation with the best sports, gastronomy and entertainment

If you are interested in attending the 2016 trip, please complete the attached form and return to ADC via email: adc@adc.coop or fax: 609-235-1001

A promotional graphic for the NECO Alliance event. It features the NECO Alliance logo on the left, which includes a stylized 'N' and the text 'NECO Alliance'. To the right, it says 'ADC / DMI / INTERCOUNTY / NEAEG' and 'FOXWOODS RESORT & CASINO / AUGUST 31ST - SEPTEMBER 1ST'. The central part of the graphic has a green background with white and yellow text. On the left, it says 'GET IN THE GAME' in large yellow letters. On the right, it says 'PLAN TO WIN!' in large white letters. In the center, there is a white chalkboard-style diagram with 'X' and 'O' markers and arrows, suggesting a game plan or strategy.

NECO is excited to announce its annual Foxwoods dealer show event!

Monday, August 31st & Tuesday, September 1st

Registration is online only - sterlingevents.cvent.com/foxwoods2015

One (1) room night PER COMPANY will be covered by NECO

Questions?

Contact Sterling Events Guest Services: (800)777-8741 or guestservices@sterlingevents.com

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YOU CAN COUNT ON US!!!

This is confidential information intended only for the use by ADC's members, and any member who copies, distributes, or otherwise discloses such information shall be subject to suspension or termination of membership privileges, and may be subject to additional legal action as appropriate

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GENERAL INFORMATION July 2015

HOTEL INFORMATION

Foxwoods Resort Casino
350 Trolley Line Blvd
Ledyard, Connecticut 06338
(800) 369-9663

NECO Group Rate:

Nightly Room Rate \$149.00/night plus tax* Total Inclusive Room Rate \$171.35

*Taxes are currently 15% and are subject to change at any time without notice

NOTE: All rooms must be booked through Sterling Events.

Beware of fraudulent companies offering different rates or requesting your reservation information.

This show is a great way for dealers to meet vendors, see new products and categories, as well as network together with peers on best practices. We also have provided some great NECO University classes to help sharpen perspectives on electronic marketing and other merchandising opportunities. We welcome you to this show and hope you have a great experience!

Listed below is the Member Agenda and NECO University classes information

MEMBER AGENDA

Sunday, August 30th

1:00pm - 7:00pm Member Registration Open

2:30pm - 7:00pm Vendor Set Up

Monday, August 31st

7:00am - 5:00pm Registration Open

8:00am - 9:30am Digital Marketing 101

8:00am - 9:30am Electrolux Corporation: Shelly Kanther

8:00am - 9:30am Retail Deck: Introducing New Technologies, Products and Possibilities

10:00am - 5:00pm Lunch

2:00pm - 3:30pm Digital Marketing 101

2:00pm - 3:30pm Electrolux Corporation: Shelly Kanther

2:00pm - 3:30pm Retail Deck: Introducing New Technologies, Products and Possibilities

6:30pm - 8:30pm Reception and Dinner

Tuesday, September 1st

7:00am - 9:00am Breakfast

7:00am - 12:00pm Registration Open

8:00am - 9:30am Digital Marketing 101

8:00am - 9:30am Electrolux Corporation: Shelly Kanther

8:00am - 9:30am Retail Deck: Introducing New Technologies, Products and Possibilities

10:00am - 3:00pm Vendor Show

12:00pm - 2:00pm Lunch

3:00pm Vendor Booth Tear Down

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GENERAL INFORMATION July 2015

NECO UNIVERSITY

All classes will be offered at the following times:

Monday, August 31, 2015
8:00am - 9:30am
2:00pm - 3:30pm

Tuesday, September 1, 2015
8:00am - 9:30am

Digital Marketing 101

Presented by Nationwide Marketing Presenters

This session will examine today's latest technologies in successfully creating a guest-friendly, technology-engaged retail environment. It will cover a range of options designed to elevate the guest experience to new levels using tablets, digital signage, in-store website integration, digital video, digital merchandising, sales team behavior skills, and more.

Electrolux Corporation

Presented by Shelly Kanther

During this session Electrolux will share their consumer research on how to:

- *Understand your target consumer and how to reach them on a budget
- *Optimizing your website content
- *Improving your digital presence
- *Localized search, display & mobile advertising
- *How and why social media (like Facebook) works and best practices to maximize social media

Retail Deck: Introducing New Technologies, Products and Possibilities!

Presented by Jennie Gilbert

Ever wonder how the big retailers are so successful at reaching new customers in the digital age? Retailer Web Services, creators of RetailDeck™ and WebFronts™, is releasing ground-breaking new products that for the first time, allowing retailers like you to employ the same powerful digital technologies that have been so wildly successful for the largest retailers in the world. Better marketing, elevated customer intimacy, less work and more sales...you don't want to miss this session! In this session, we will simplify some of the digital marketing buzz words and marketing automation tools that make it easy for retailers to get involved in these advanced digital channels.

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INVENTORY UPDATES July 2015

JULY 2015 EOMS

PLEASE CHECK YOUR OWNER'S EMAIL FOR THE MOST RECENT LISTING OF EOM'S.
Specials updates are emailed everyday to the Owner's email.

ORDER ALLOCATION:

Even though ADC has a policy of First come-first serve, we run into situations that calls for allocation of orders so more members can get merchandise. ADC does allocate such orders based on availability of the models.

FRIGIDAIRE

PRICE INCREASE AS OF 7/01/15 ON THE FOLLOWING MODELS

MODEL	INCEASE	MODEL	INCREASE
FFTR18G2QS	15.00	FFTR18G2QW	15.00
FFTR2021QS	30.00	FFHB2740PS	35.00
FFSS2314QE	35.00	FFSS2314QP	35.00
FFSS2314QS	35.00	FFSS2614QE	35.00
FFSS2614QS	35.00	FFSS2614QP	35.00
FFQE5000QW	25.00	FFQG5000QW	25.00
FFFW5000QW	25.00		

ADC DECK WILL REFLECT ABOVE INCREASES AS OF 7/15/15

GE

OTR CLOSEOUT PURCHASE -- MODEL JVM3150RFSS (STAINLESS)
ADC DECK -- 175.00 IN STOCK -- LIMITED QTYS

ADC Alert

INVENTORY UPDATES
July 2015



Clearance Center (SDCC)
Have you checked out your clearance center lately?
Tremendous values on many discontinued models.
Limited quantities, first come basis.

NATIONWIDE PROMOTIONS

All Nationwide Promotions (rebates and consumer finance codes) are available to all ADC/NECO dealers on the Nationwide website: www.nationwidemember.com. This website is also password protected. If you do not have your username and password, please contact Arti or Laura @ 609-235-1000.

Brand Consumer Instant Rebates ******Limited to ADC Inventory******

Brand Consumer Instant Rebate information will no longer be listed in the Alert, but will be emailed directly to all Dealer Principals / Owners.

Appliance Dealers Cooperative Dealer-Vendor Trip 2016

IBEROSTAR PARAISO MAYA Riviera Maya, Mexico

February 28 - March 6, 2016

ATTENDANCE LIMITED TO 30 DEALERS

This is a preliminary registration.
Fax (609-235-1001) or Email (adc@adc.coop) this completed form to ADC by Fri, Aug 28th. You will receive an email from Sterling Events at a later date to complete your registration.



Cost per couple: \$3,950.00 (offer limited to dealer principals only).

What's Included: Contractually negotiated double occupancy all-inclusive hotel accommodations and roundtrip coach air transportation for two. Ground transportation to and from the Cancun airport.

Not Included: *non-inclusive* personal recreational activities, incidentals and items of a personal nature.



- \$1,450.00 *non-refundable* deposit billed Sept. 2, 2015*
- \$2,500.00 balance due by November 1, 2015 (balance is non-refundable after this date)

Please indicate payment method for this trip:

- Bill my store \$1,250.00 monthly starting October 1, 2015
- Bill me in full on November 1, 2015

Please Note That Any Balance Due On November 1, 2015 Will Be Billed In Full
***Cancellation Policy: All cancellations will incur penalties after October 1, 2015.**

Passenger 1: _____

Passenger 2: _____

STORE NAME - #

DATE

EMAIL ADDRESS

SIGNATURE