



# 2023 VPP

Vendor Partner Program

## 2023 Vendor Partner Program (VPP)

As a Vendor Partner, you have the ability to market directly to our staff, entire customer base, and prospect list, reaching thousands of pool builders and service companies. Not to mention literally thousands of consumers, multiple times throughout the year. ***That's pretty powerful!***

Our **e-Pool Marketplace** ([www.imperialpoolsb2b.com](http://www.imperialpoolsb2b.com)) is our main source of communication with our dealers. Dealers and consumers have instant access to your brand and products.

Dealer login accesses extensive navigation, easy-to-find branded product lines, product drilldown filters, on-hand quantities, pricing and warehouse locations on every item, including photos and site graphics. ***The exposure to your brand and products is enormous!***

Our "Go Digital" package offers you advertising opportunities on our e-Pool Marketplace, Social Media Platforms and our Dealer Websites. We also offer a Video Conferencing opportunity that will allow you to pitch your products and programs directly to our Executive Team and to all branch personnel. We will also eblast your promotions directly to our customer base!

As part of our "Go Local" campaign, we will continue to offer On-hold Messaging, Product Training and Open Houses on a per branch basis.

To top it all off, we will be giving our dealers 1% M.A.D. MONEY CASH BACK on every dollar spent on participating Vendor Partner products!

So take advantage of this opportunity to direct-market your brand and products to thousands of Imperial dealers and consumers while supporting your Imperial Pools Distribution Partnership!

**The Vendor Partner Program** is a high value investment! Your brand and products will be viewed by thousands of dealers and consumers. There is no better return on investment to reach such a targeted audience. Most importantly it shows your support for Imperial Pools Distribution. The 3 participation levels of support are as follows:

## Participation Levels

### Platinum Partner Package

- **NEW!** Inclusion in our Vendor Partner Product Spotlight
- 1 Feature Ad/Micro-Site on the Imperial e-Pool Marketplace
- 1 Native E-commerce Ad located within your product category on the Imperial e-Pool Marketplace *(Additional Native Ads can be purchased at \$750 per category)*
- Prominent logo placement on the home-page of our e-Pool Marketplace
- 1 Static Banner Ad with a direct link to your Feature Ad/Micro-Site
- 1 eblast to all Imperial dealers during the season with direct link to your Feature Ad/Micro-Site
  - **NEW!** *This will also be posted to our social media platforms*
- 1 logo prominently displayed In the Vendor Partner section of our Imperial Pools Dealer Sites
  - *Includes a direct link to your Feature Ad/Micro-Site*
- Participation in our exclusive "Go Digital" Video Conference
- 1.5 hour in-person Training per branch
- 25% Discount on Branch Open Houses
- 20% Discount on any additional items from Advertising Opportunities List
- On-Hold Message *(Additional \$500 per recorded message)*

» **Purchase Price \$6995**

**Plus 1% of Imperial purchase to the M.A.D. Money Cash Back Program**

### Gold Partner Package

- 1 Native E-commerce Ad located within your product category on the Imperial e-Pool Marketplace *(Additional Native Ads can be purchased at \$750 per category)*
- 1 Static Banner Ad in e-Pool Marketplace
- 10% Discount on Branch Open Houses
- 10% Discount on any additional items from Advertising Opportunities List
- On-Hold Message *(Additional \$500 per recorded message)*

» **Purchase Price \$4,500**

**Plus 1% of Imperial purchase to the M.A.D. Money Cash Back Program**

### Silver Partner Package

- 1 Native E-commerce Ad located within your product category on the Imperial e-Pool Marketplace *(Additional Native Ads can be purchased at \$750 per category)*
- 1 Static Banner Ad in e-pool marketplace
- On-Hold Message *(Additional \$500 per recorded message)*

» **Purchase Price \$1,995**

**Plus 1% of Imperial purchase to the M.A.D. Money Cash Back Program**

**All participation levels are for 1 year only.**



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Vendor Partner Program

# "Go Digital"

## Imperial B2B e-Pool Marketplace

This is the biggest bang for your buck! This site is our electronic Product Directory, allowing our customers to order your products online, at their convenience, 24/7/365. This is also our one-stop resource for all of our customer communications.

Depending on your level of participation, your brand will be prominently displayed throughout our site in several different places. Your logo will be placed on the home page. Your static banner ad will appear on every page after login and link to your feature ad/micro-site. Place ads in your product category with a Shop Now button which leads to your products on the site. Your logo is also prominently displayed on all of our Imperial Pools Dealer Sites as well.

As part of the Platinum Program, you are eligible to e-blast an advertisement to our entire mailing list. We encourage you to provide a promotional ad to help boost sales. Your eblast will contain links so that your products can be immediately viewed and purchased.

### ***The e-blast must be promotional in nature.***

All Ads must be supplied by the vendor as a PDF (See Advertising Specifications).  
Deadline for all material is 12/15/22.  
Send to: [rbarnick@Imperialpools.com](mailto:rbarnick@Imperialpools.com)

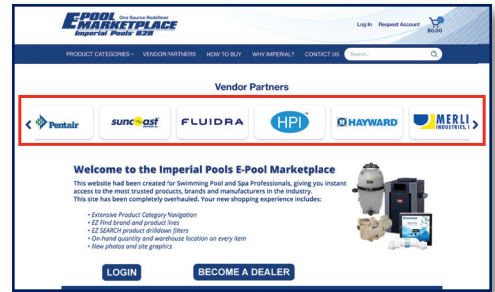
## New! Vendor Partner Product Spotlight



We have added a new section on our login landing page for Platinum members, The Vendor Partner Product Spotlight! A link will be created to your featured product line. From there, a dealer can quickly learn more about your products or order. More impressions will result in more sales!

## New! Vendor Partner Social Media

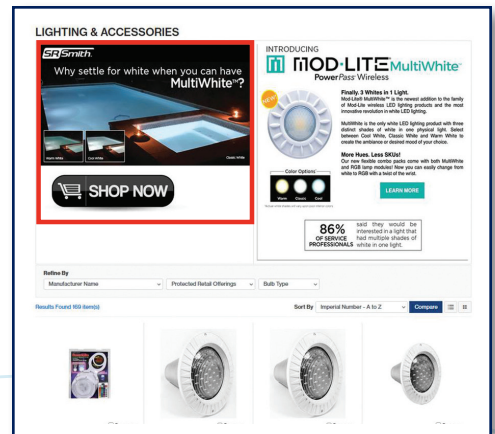
As a Platinum level member, not only will we eblast your featured ad to our entire customer base, we will also post it on our social media platforms, reaching our loyal followers on Facebook, Twitter and Instagram. There's no better way to create awareness of your brand than socially.



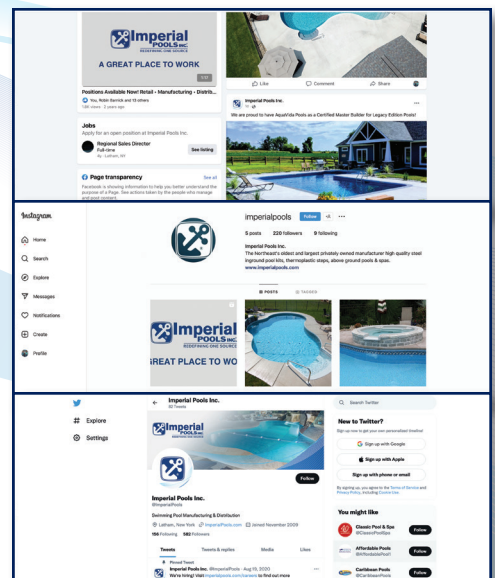
LOGO ON LOGIN LANDING PAGE



STATIC BANNER



FEATURE AD



SOCIAL MEDIA PLATFORMS

## M.A.D. Money Cash Back Program

Imperial will give 1% Cash Back to our customers on purchases of your branded products when you participate in our Cash Back Rebate Program. Make sure to check the box on the registration form.

## National Vendor Presentations

For your convenience, we offer video conferencing to our "Go Digital" Program. This gives our Platinum Vendors total uninterrupted access to our Executive Team as well as all branch personnel.

1) "Zoom" Video Conference from Latham, NY headquarters, or one of our Imperial Branch Zoom Rooms , or...

2) Present right from your own location and laptop. At the same time we will video conference your presentation "LIVE" to all branch personnel at one time! It doesn't get any better than this!

To schedule, contact Mike Kennedy at [mkenedy@imperialpools.com](mailto:mkenedy@imperialpools.com)

## Imperial Pools Dealer Sites

Imperial offers its dealers a dealer site that is a repository for all business and marketing support materials. The dealers find this to be a valuable tool. Depending on your level of participation, vendor partners now have the ability to stay in front of our dealers with your logo prominently displayed on the Vendor Partner section of the site linking to your feature ad/micro-site on the e-Pool Market Place.

All Ads must be supplied by the vendor as a PDF (See Advertising Specifications).  
Deadline for all material is 12/15/22  
Send to: [rbarnick@imperialpools.com](mailto:rbarnick@imperialpools.com)



**Pro Exclusivity is a start. Fair pricing is the solution.** **HAYWARD**

The Expert Line Difference.

With 900+ SKUs, lower pricing and extended warranties, it's the most powerful trade program ever.

**A PROTECTED TRADE-ONLY PRODUCT FOR EVERY SITUATION.** **3+ YEAR PARTS & LABOR WARRANTIES\*** **BETTER PRICING THAN ONLINE PRODUCTS.\*\***

Hayward's trade-exclusive Expert Line contains parts & labor warranty when sold and installed by a pool professional. Minimum advertised price (MAP) products across every category—meaning that 80% of Hayward products are only available from pool professionals. Expert Line products carry, at minimum, a 3-year parts-only warranty. Expert Line products are priced to ensure fair margins for pool professionals. Minimum advertised price (MAP) products sold online carry a closely monitored and enforced by a third party agency.

### MICRO-SITE

Welcome Legacy Edition Pool Dealer

This Authorized Site has been custom designed exclusively for Legacy Edition Pool Dealers. All of the information and resources have been put together to assist you the Pool Professional. Please visit the site often as well the updated with more valuable information and tools as it becomes available.

**INDUSTRY NEWS & INFORMATION PORTAL**

INCLUDES:

- The Imperial Pools Hot Sheet
- The Imperial Pools Lineer Link
- All of the Latest Updates

View our Brochure

Special Financing Available

### VENDOR PARTNER MENU

Resources

- Apps
- Financing
- Links Of Interest
- News & Info Portal
- Pro Tips
- Vendor Partners

Resources

- Account
- Training
- Links Of Interest
- Products & News
- Resources
- Site Tools
- Update/Feedback

View our Brochure

Special Financing Available

### VENDOR PARTNER BADGE

**e-Pool Marketplace** Imperial Pools Inc.

Site Tools News Dealer Resources My Account Log Out

PRODUCT CATEGORIES VENDOR PARTNERS HOW TO BUY WHY IMPERIAL? CONTACT US

**Put MORE MONEY in your pocket!**  
Buy Elements pumps and filters exclusively at Imperial Pools.

Vendor Partners

**HAYWARD** We Build Better. **SR Smith.** **CMD**

### LOGO ON VENDOR PARTNER PAGE



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# “Go Local”

## On-Hold Messaging

Get your message to our dealers with on-hold messaging at each of our 10 distribution centers. All you have to do is provide us with a script of 100 words or less and we will handle the rest! Your recorded message will be placed in our phone system and cycle randomly while customers are on hold. This is the perfect way to announce new products or promotions. Best of all, your message can be changed at any time and at any branch!

## Branch Open Houses

This is a one day event that gives you a face-to-face opportunity with our dealers, at each branch location, to present your products and programs. For an additional cost, we offer invitation, dinner, and lunch sponsorships where your brand will be prominently displayed.

All logo art must be supplied by the vendor as a vector EPS file  
Deadline for all material: TBD. Send to: [rbarnick@imperialpools.com](mailto:rbarnick@imperialpools.com)

## Product Training

You will have the entire branch’s attention for 1.5 hours to train and educate our staff, face-to-face on your products and programs. Schedule your presentation with each Imperial Branch Manager.

# Advertising Specifications

<b>Imperial B2B &amp; Dealer Sites &amp; E-Blasts “Go Digital”</b>	
Logo	300 dpi (EPS or transparent PNG)
Product Image	300 dpi (EPS or transparent PNG)
Feature Ad/MicroSite, Eblast Ads, and Vendor Partner Social Posts	A single html, pdf, jpg (minimum 600px width) or url of a page on your site promoting this product. Contact Tammy for details: <a href="mailto:tsmith@imperialpools.com">tsmith@imperialpools.com</a>
Native eCommerce Ad	400 px wide x 100 px high
Logo for B2B Home Page	235 px wide x 100 px high
Static Banner Ad	1175 px wide x 106 px high
On-Hold Messaging	Provide 100 word (or less) script

Ads and images can be emailed to [rbarnick@imperialpools.com](mailto:rbarnick@imperialpools.com).

If you need assistance, please contact Robin Barnick at 800-444-9977.

Imperial Pools assumes no liability for content errors or quality/resolution of the digital file if any of the published specifications are not met. The Advertiser or authorized agency is responsible for providing materials meeting the above specs. Imperial Pools is not responsible for making corrections to supplied materials.



## Advertising Opportunities List

### **Imperial B2B "Go Digital"**

Feature Ad / Microsite	\$3,500
Native eCommerce Ad <i>(product category specific)</i>	\$750 each
Logo on Sign-in Landing Page	\$750
Static Banner Ad	\$1,500
Product E-Blast / Vendor Partner Social Posts	\$750

### **National Presentations "Go Digital"**

Video Conference All Branch Personnel	\$1,000
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### **On-Hold Messaging**

Recorded Message <i>(100 words or less)</i>	\$500
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### **Branch Open Houses "Go Local" Per Branch**

Invitation Sponsorship	\$295
Open House Lunch Sponsorship <i>(4 Available)</i>	\$595
Table Top Display <i>(1 Table)</i> per Brand	\$595
Additional Table per Brand	\$150

### **In-Person Training "Go Local" Per Branch**

1.5 Hour Training, \$395 per Branch	TBD
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### **Cash Back Program**

Dealer Cash Back on your Branded Products	1%
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33 Wade Road Latham, New York 12110  
[www.ImperialPools.com](http://www.ImperialPools.com)

Effective Nov 2022-Dec 2023



# VPP Registration Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Sales Contact: \_\_\_\_\_ Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Support Level:  Platinum  Gold  Silver  On-Hold Messaging (add'l \$500)

Payment:  Credit on Account  Company Check  Imperial Stock Product\*

(\*Available At Imperial's Purchasing Manager's Discretion)

1% M.A.D. Money Cash Back Program (*check ONE for program participation*):

Credited to Imperial account  Deduct 1% from all invoices

Notes / Other Items: \_\_\_\_\_

Mktg. Contact: \_\_\_\_\_ Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Web Contact: \_\_\_\_\_ Ph: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

By checking here, I acknowledge the following field acts as a digital signature:

Authorized Signature: \_\_\_\_\_

- IMPORTANT:
- 1) The completed Vendor Partner Program form is due **NOVEMBER 30, 2022**.
  - 2) All ads, logos, B2B blast material, and payment in full for advertising packages, must be submitted by **DECEMBER 15, 2022**.
  - 3) If program payment is not received by **DECEMBER 31, 2022** we will deduct amount due from open payables.

NOTE: Imperial Pools reserves the right to review and approve all ads prior to acceptance of vendor participation.

SEND TO: Robin Barnick, VPP Program Administrator  
Imperial Pools Inc., 33 Wade Road, Latham NY 12110  
Ph: 800-444-9977 Fax: 518-786-0954 Email: rbarnick@imperialpools.com

## Confidentiality Agreement

As a Vendor Partner, we agree that we will only disclose this information to those within our companies who need to be privy to such information and that those parties also will recognize and respect this confidentiality.

*Unauthorized or negligent disclosure of confidential information will be considered a breach of this agreement and likely result in legal recourse.*

**AGREED and CONSENTED by:**

<input type="checkbox"/> By checking here, I acknowledge the following field acts as a digital signature:	Officer's Signature: _____	Date: _____
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<input type="checkbox"/> By checking here, I acknowledge the following field acts as a digital signature:	Imperial Pools Representative Signature: _____	Date: _____
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