

### Terms

- Place Master Dealer order before April 1 and terms of payment will be three equal payments due 30, 60, 90 Days from time of shipment. Shipment can be made any time between the order date and May 1.
- Place Master Dealer after April 1 and receive Net 30 Day terms. Shipment will be made immediately.

### Team with a Leader

In 1909, Metal Forms Corporation began building the foundation of a business that would become synonymous with quality products backed by reliable service.

In conjunction with our Master Dealers, we are committed to continue this proud tradition. Team with MFC...a proven leader in the concrete forming and finishing industry.



**METAL FORMS** CORPORATION  
**SINCE** 1909

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# MASTER DEALER PROGRAM 2011

# 10



## Reasons Why you Should Participate In Metal Forms' Master Dealer Program



**METAL FORMS** CORPORATION  
**SINCE** 1909

## Ten Reasons to Participate in Metal Forms Corporation's Master Dealer Program

As a Master Dealer, you will receive many benefits from Metal Forms Corporation.

These benefits are designed to help your business, which in turn, helps our business. We are committed to our dealers and believe this program will strengthen this partnership.

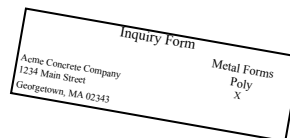
Following are the benefits of our program:

**1. Large Discounts.** Participate in our program and you will receive generous discounts on your first order. Not only that, but you will then receive the same discounts regardless of product\* or amount purchased, on every additional purchase throughout the year! (\*3/16" and 1/4" forms are excluded.)

**2. Terms.** Participate in our program prior to April 1 and you will receive Net 30,60,90 Day terms. In addition, your products can be shipped anytime between the order date and May 1. This gives Master Dealers the chance to sell the products before payment is required.

**3. Sales Leads.** All inquiries that we receive via our advertising, direct mail campaigns, trade show participation, the web site or other channels, will only be routed to our Master Dealers.

We will send our full line Pocket Catalog to those inquiring about products and our Master Dealers will have the opportunity to follow-up and ring up the sale!



**4. National Marketing and Advertising Support.** As a Master Dealer, you can achieve maximum return on Metal Form's national advertising and direct mail campaigns, targeted to the readers of:

- Concrete Construction
- Concrete Masonry Products
- Concrete Contractor
- Concrete Decor
- ACPA

- Public Works
- Roads and Bridges
- Better Roads



We also exhibit at the World of Concrete and CONEXPO. The name recognition we are building reflects favorably on Metal Forms Master Dealers.

**5. Signage.** You'll receive a large banner denoting your Metal Forms Master Dealer status.



**6. Samples.** Master Dealers will receive sales-friendly Product Sample Kits at no cost.

**7. Web Site.** Master Dealers will be featured on the Metal Forms web site (www.metalforms.com). In addition, all Master Dealers will have highlighted links to guide customers to your web site.

**8. Waived setup fees.** Setup fees on low quantity and speciality items are waived for Master Dealers.

**9. Dealership Profile.** Selected Master Dealers will be profiled in MFC's "Form To Finish" newsletter.

**10. Personal Sales Support.** An inside sales representative will be assigned to work with you directly. This will ensure the highest levels of customer service and personal attention for our Master Dealers.

## Master Dealer Commitments

To earn these benefits, your dealership must meet the following requirement.

**Commitment to an Initial Order.** It is vital for our Master Dealers to carry adequate levels of inventory as customers want their products delivered immediately. To qualify for Master Dealer pricing a initial stock order of \$10,000 is required. Master Dealer orders can consist of products from any or all of our five divisions to suit your customer's needs.

### Concrete Forming

#### STEEL FORMS

- Flatwork
- Curb & Gutter
- Paving
- Barrier/Parapet



#### PLASTIC FORMS

- Flatwork
- Curb & Gutter



#### STEEL STAKES

- Nail
- Form
- String line



### Material Handling

#### Sterling Handling Equipment

- Wheelbarrows
- Mortar Tubs
- Brick and Block Carts



### Concrete Finishing

#### CONCRETE FINISHING MACHINES

- Truss Screeds

