



To our vendor partners:

At True Value, we're committed to empowering you to build stronger connections with our independent retailers. Your feedback has been invaluable, and we're thrilled to launch two new Discount City programs to revolutionize how you partner with our stores.

Introducing the Travel Pass Program:

Face-to-face interactions are crucial to foster meaningful relationships with hardware store owners, and our new Travel Pass Program brings your retail prospects directly to you at Reunion. Here's what you need to know:

- **Optimize your show floor experience:** Reduce the cost of 1 Discount City pallet this Fall Reunion and fund a retailer to attend the show. By redirecting the \$475 displayer fee to support a retailer attending Reunion, you have the opportunity to engage new customers and unlock displayer incentives.

Speaking of: Unlock displayer incentives

This initiative amplifies the impact of your promotional efforts. Here's how:

- **Performance-Based Rewards:** The more units sold per displayer, the lower your pallet fee becomes. This means that your show floor success directly translates into tangible discounts, incentivizing you to create engaging, relevant displays and use your marketing dollars effectively.
- **Creativity Unleashed:** Think outside the box! Whether you offer steeper discounts or create buzz-worthy displays, this is your chance to showcase your brand, your creativity, and to make a lasting impression on hardware store owners.

These initiatives are strategic investments to aid in strengthening your relationships with our retailers and drive business growth.

To learn more about the program and sign-up, visit TrueValueEvents@truevalue.com

We're excited to see how leverage these programs for the best Discount City yet!