



SPRING/SUMMER 2021 AUTHORIZED PROGRAM

SUPPLIER INFO	SUPPLIER NAME	Smith Optics				
	SUPPLIER ADDRESS	220 SE MLK JR BLVD				
	CITY	Portland	STATE	UT	ZIP	97214
	WEBSITE LINK	https://www.smithoptics.com/us/		B2B SITE		
	CATEGORY	BIKE		SUB-CATEGORY	Bike, Eyewear	
PRESEASON PROGRAM INFO	ORDER DEADLINE	See Attached				
	ORDER DISCOUNT					
	EARLY ORDER DISCOUNT (WHEN APPLICABLE)			E.O. DEADLINE		
	PAYMENT TERMS					
	FREIGHT			FOB POINT		
	START SHIP DATE					
	ANTICIPATION					
ADDITIONAL PROGRAM DETAILS	Please use the space below to provide any specific program details that are not listed above. For example: special terms, "prebook by" dates, freight incentives, one-time PO allowance, multi-category support, growth incentives, etc. (include attachment, if preferred)					
	See Attached					
REORDER	REORDER DISCOUNT	See Attached				
	REORDER TERMS	See Attached				
	REORDER FREIGHT			FOB POINT		
SSL REBATE DETAILS	Please use the space below to provide details on any rebate program and qualifications you are offering:					
SPECIAL OFFERS	Please use the space below to provide details on specific SSL Special Model Offers (include attachment, if preferred)					
MARKETING	MARKETING ASSISTANCE	Please use the space below to detail any additional marketing support: Mark Down Funds, Co-op, Promoboxx, Locally, etc.				
	CONTACT PERSON	Aaron Checkwood		EMAIL	aaron.checkwood@smithoptics.com	
	DIGITAL CATALOG LINK					
CUSTOMER SERVICE	CS REP	Carrie Stout		CREDIT MANAGER	SUPPLIER	Smith
	CS EMAIL	carrie.stout@smithoptics.com			CONTACT	Robyn Niejadlik
	CS DIRECT PHONE	1-800-635-4401			EMAIL	robyn.niejadlik@smithoptics.com
	COMPANY MAIN PHONE				PHONE	1-800-635-4401

SMITH

Bike Specialty Sales Program 2021

From a Minimum Net Quantity and Net Sales Of Bike Helmets	Prebook Discount %	Prebook Terms	Re-Order Terms	Re-Order Freight Allowance (Per Order)	SMITH Discount For 18 Piece Order	Suncloud Discount For 24 Piece Order
24 pcs (minimum of \$1,700)	2%	July 1, 2021	60 Days	Free on orders > \$500	10%	10%
36 pcs (minimum of \$3,000)	5%					
72pcs (minimum of \$6,000)	10%					
144pcs (minimum of \$12,000)	13%					

General Terms:

- Free Freight on Booking orders of 36 units/\$3,000 or more (any combo of helmets/goggles/sunglasses)
 - Helmet/goggle reorder discounts apply on all orders of \$500+
 - \$500 freight reorder allowance contingent upon qualifying prebook order
- SMITH/Suncloud discount applies to: Smith sunglasses, Suncloud sunglasses individually (discounts cannot be stacked)
- Free display & POP materials upon availability for qualified orders

Prebooks

Order Deadlines:

- July 31st, 2020 for January 15th, 2021 **start-ship**
 - **Includes Fall early releases** (if applicable)
- August 31st, 2020 for February 15th, 2021 **start-ship**
- Orders received after August 31st, 2020 deadline will be delivered based on product availability
- Revisions must be received a minimum of 30 days prior to start ship date
 - Revisions greater than 25% will lose discount

SMITH **COMMITTED TO RETAIL**

Smith Launches *Committed to Retail* Sales Incentive Program *Shop Employee Commission Benefits Designed to Re-Engage the Retail Economy*

PORTLAND, OR (June 16, 2020) – For over 55 years, the foundation of Smith’s success as a market leader in eyewear and helmets is greatly due to the support of its brick and mortar retailers. Shop influencers and store staff continually serve as our brand ambassadors, educating their customers on the features and benefits of the products they sell. Their knowledge and experience serves as the ultimate testimonial to the gear we choose to trust in our daily lives and wildest adventures.

In an effort to revitalize the economic health of our trusted retail partners, Smith has allocated \$300,000 to the launch of its *Committed to Retail* sales incentive program. The program encourages consumers to patronize their neighborhood gear shops by paying a commission directly to the salesperson completing the transaction of Smith sunglasses sold in their store, as well as a strategic rebate provided directly to participating shops for all Smith sunglasses purchases throughout the program period.

Powered by ENDVR – a retail sales app that rewards sales associates with cash for driving sales at their store – the *Committed to Retail* campaign will run throughout North America from June 16 through September 7, 2020. Under the program, sales floor employees will directly receive \$5 for every pair of Smith sunglasses they sell.

The *Committed to Retail* program aligns with Smith’s CORE mission towards supporting community responsibility by showing appreciation for the business that helped shape and grow the brand it is today.

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About Smith:

Originating from Sun Valley, Idaho, Smith was founded in 1965 with the invention of the first snow goggle featuring a sealed thermal lens and breathable vent foam. With over 50 years of innovation and design experience, Smith is widely known today as an industry leader that pioneers advanced eyewear and helmets that incorporate dynamic technologies, optimized performance and clean styling to fuel fun beyond walls. Smith seeks to power thrilling experiences in snow, surf, bike, fish and peak performance outdoor adventures with a comprehensive collection that exudes modern style and vibrant personality. To Smith, the experience is everything. Smith is part of Safilo Group. Additional information is available at smithoptics.com.

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