



***Otter***<sup>®</sup>

2022 - 2023 Dealer Partnership





## 2022-2023 Dealer Program

Otter has long been the undisputed leader in the development of the highest quality and most innovative ice fishing shelters and sleds on the market. As an Authorized Otter Dealer, you will enjoy the benefits of working with a first class organization. We are committed to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base. Otter is a well-respected, stable and trusted manufacturer delivering the latest in innovation and design.

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – The most durable sled on the market allows for the strongest, most rugged base for your flip over fish house.
- **Best in Class warranty** – 1 year warranty on fish houses and up to 2 years on sleds
- **Preparing you for success** -
  - Best in Class Sales, Marketing and Customer Service team for you and your customers
  - The Otter team is always available and can provide you the tools, training, and resources necessary to be successful.
- **Telling our story** – We are continuously building Otter brand awareness and providing our Dealers with tools to connect with new customers. Dealers have access to:
  - Content – New articles consistently produced on Otter products, info, tips, features and benefits. Dealers are able to use socially, in email newsletters, on their website and in-store.
  - New lifestyle & product images added annually to showcase Otter products, and to keep your marketing assets fresh and up-to-date.
  - Library of videos to use as needed, with new videos added annually
  - Sales support materials
  - Apparel and promotional items available for purchase



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## DISCOUNT LEVEL – LARGE VOLUME

Dealers will qualify to purchase Otter products at a steep discount.

- **A solid position within your market** - That is visible and provable to us through your current customer reach and traditional and digital marketing efforts.
- **Proudly offer the Otter product line to your customers**
  - Represent and promote Otter products on your website, for which we will provide you with the product images and specifications to achieve this.
  - Display Otter product in your showroom or lot. If you purchase “Display” units from Otter, you must purchase 5 additional stocking models of that SKU.
  - Market and advertise Otter products following our Minimum Advertised Price (MAP) structure
  - Follow Otter branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Otter must have approval from Otter’s marketing department prior to distribution.
- **Provide the highest level of customer service and support to your customers and market outreach**
- **The ability to buy and stock product commensurate with customer demand in your market.**
- **Advertise Otter products following our Minimum Advertised Price (MAP) structure.**
- **Maintain/Update company contact information annually for Otter marketing resources.**
- **Properly train and educate your staff on the Otter product line.**
- **Maintain a relationship in good standing with your Otter Sales Representative**



## **2022-2023 “MAP” PRICING AND INTERNET PROGRAM**

### **DESCRIPTION**

**Otter presents the “2022-2023 Dealer Minimum Advertised Price (MAP) and Internet Sales Program.”**

This is available to you as an authorized Otter Dealer that plans to utilize a “published price” format in any marketing or advertising campaign. If all of your advertised prices comply with this MAP Program, you will be authorized to sell and ship Otter products direct to customers within the continental United States.

Written authorization will be required for any dealer or Dealer to ship product internationally or be considered an international business partner.

### **PURPOSE**

To encourage customer interaction with a focus on the features unrelated to price, such as performance, quality, lifestyle engagement, safety features, warranty coverage, durability, etc., during the retail sales process.

### **MAP PROGRAM TERMS**

**Otter Brand Products:** The advertised price for Otter products cannot be presented to the public any lower than the published MAP pricing. The MAP price may or may not be less than the published MSRP pricing on the company’s websites at [www.otteroutdoors.com](http://www.otteroutdoors.com).

**Product Branding:** Otter has invested and will continue to invest in its proprietary branding in the public marketplace. All public advertising shall include the “Otter” Logo. The product name and description used in any and all forms of advertising media will directly reflect those listed in the “Otter Catalog” and on the company’s websites at [www.otteroutdoors.com](http://www.otteroutdoors.com).

No private labeling or branding will be authorized without written consent from the Otter corporate offices. To inquire about private labeling and the volumes required please contact your Otter Sales Manager.

### **MAP PROGRAM BENEFIT**

Dealers that participate (see next page), and comply with the terms of this MAP Program, will be authorized to MARKET, SELL AND SHIP all Otter products by store, catalog, flyer or via the internet.

### **ELIGIBLE PRODUCTS**

Otter Shelters: XT Pro X- Over Shelters all sizes Cottage to Resort.

### **MAP HOLIDAY**

There are two MAP holidays this year where customers are able to advertise below the MAP pricing. They are: Thursday, November 24 – Sunday, November 27 and January 13, 2023 – March 31, 2023.

### **INTERNET POLICY**

All sales activities, including those over the internet, should be consistent with the obligations and limitations in the current Otter pricing structure. Any statements made through the internet shall include but not be limited to “Additional Freight and Sales Tax where Applicable”. Any advertised prices greater than MSRP will be considered acceptable if they are represented as “all inclusive” or “value added” proposition (e.g., “fully assembled”).



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## FINAL SALE PRICE

This MAP Program applies only to advertised prices and the prices used for the marketing of Otter Products. The final per unit sale price to the consumer of any Otter products will be determined by you as the “Authorized Dealer”, following negotiation, discounts if any, fees or surcharges if any.

Internet sales may be transacted at prices below MAP Program pricing, so long as the sale price is not reflected on the web page, or in the secure internet shopping cart (e.g., acceptable pricing descriptions or statements are “call for pricing”, or “request a price at email@XYZ.com” for actual “Specials” and any available “Discount Programs”). It is *not acceptable* to reflect lower prices on the web page or electronic shopping cart. It is not the intent or suggestion that the terms of the Otter MAP Program or any descriptive pricing model dictates or controls the sale price to the consumer.

## VIOLATIONS

A violation is defined as any marketing or advertising that represents Otter Products at prices below the aforementioned MAP Program prices. Public Pricing that violates the MAP Program could appear in catalogs, newspapers, billboards, promotional flyers, web pages (including electronic shopping carts) or any other form of media which identifies a price. It is also a violation of the MAP Program to sell and ship Otter Products for resale to a non-authorized dealer without consent from Otter or one of its Distributors private catalogs, flyers or via the internet marketing tools.

The penalties for violating this MAP Program are:

- 1st violation (unintentional) – warning directly to dealer.
- 2nd violation (or 1st intentional violation) – written warning and notification to the point of distribution which is to include the loss of any annual support offered by Otter (such as early buy, marketing tools and support or any annual discount opportunities).
- 3rd violation (or 2nd intentional violation) – termination of right to participate as an Otter Authorized Dealer and/or marketing to the public utilizing the Otter MAP Program.



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## FREQUENTLY ASKED QUESTIONS

- **As a dealer can we use a Credit Card to purchase products?**
  - Yes you can, credit card payments are subject to a 4% surcharge (processing fee) applied to the total purchase, including freight.
  
- **How do we submit our orders?**
  - There are (2) two ways to submit orders to Otter.
    1. Submit via your online portal at [www.otteroutdoors.com](http://www.otteroutdoors.com). To receive your login credentials, email us at [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com)
    2. Email your order to your Sales Representative
  - For “custom orders”, “special orders”, “display orders” or orders that require any type of extra attention please send an email to [orders@otteroutdoors.com](mailto:orders@otteroutdoors.com).
  
- **How do we receive our invoices?**
  - All of our invoices are emailed directly to your Accounts Payable contact in our system within 24 hours of the shipment leaving our facility.
  - If you have not received an invoice from us or have any inquiries regarding invoicing, please email us at [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com) or give us a call at 1-877-46-OTTER (866-466-8837).
  
- **After we place our order when should we expect it to ship or be available for pickup?**
  - All orders are processed in approximately (3) business days from the time of submission. However due to recent logistic and transportation shortages, we cannot guarantee it will leave our facility within this lead time.
  - Expedited shipping or pickup can be made available but is contingent upon scheduling and current inventory availability. We recommend that you plan for (3) days but we will make every effort to accommodate if possible.
  
- **How do we find marketing support materials?**
  - We have recently removed our FTP and created a Google Drive. To gain access to this, please email [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com) .
  
- **How do we handle warranty issues or claims?**
  - Please review the “Otter Warranty Policy” then utilize our online “Warranty Claim Form” that can be found on our website under the “Customer Service” link listed below.  
<https://www.otteroutdoors.com/customer-service/warranty/>



## WHO'S WHO AT OTTER

### ADDRESS

Otter Outdoors  
411 Congress St W  
Maple Lake, MN 55358

### CUSTOMER SERVICE HOURS

Monday – Thursday: 8:00 AM – 3:00 PM  
Friday: 8:00 AM – 2:00 PM

### SHIPPING HOURS

Monday – Friday: 8:00 AM – 3:00 PM

### GENERAL

NAME	PHONE	E-MAIL
Customer Service - General	1-877-46- OTTER	customerservice@otteroutdoors.com
Customer Service - Orders		orders@otteroutdoors.com
Accounts Receivable – Kathy Larson	320-963-2562	AR@rhinomade.com

### MANAGEMENT

NAME	POSITION	PHONE	E-MAIL
Jennifer Johanneck-Eystad	President	Office: 320-963-2532	Jennifere@rhinomade.com
Troy Tufto	Sales Manager	Cell: 320-248-9544	troy.tufto@otteroutdoors.com

### INSIDE SALES & MARKETING

NAME	CONTACT	PHONE	E-MAIL
Ryan Schaefer	Account & Promotions Manager	Office: 320-963-2543	Ryan.Schaefer@otteroutdoors.com



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## CONTACT UPDATE FORM

We know a lot can happen in a year. Please take a minute to complete this form to ensure we have the correct contact information for your company and staff. Please email to [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com) when completed. Thank you.

### BILLING ADDRESS:

### SHIPPING ADDRESS:

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

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

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

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

City State Zip: \_\_\_\_\_

City State Zip: \_\_\_\_\_

Main Phone: \_\_\_\_\_

\* If applicable, please attach additional documentation outlining any specific freight instructions

Fax: \_\_\_\_\_

### ACCOUNTING & PURCHASING:

#### Accounts Payable:

#### Buyer:

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

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

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

All invoices are sent via email within 24 hours of shipment. In the case you do not want them sent to the AP email address above, please specify a new one here: \_\_\_\_\_

### MARKETING:

### LOGISTICS / SHIPPING:

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

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

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_



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## DEALER LOCATOR / LEAD REQUEST FORM

The online Dealer Locator tool allows consumers to locate Authorized Otter Outdoors Dealers in their area and will be utilized by Otter to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have enough Otter product knowledge to answer basic product questions, have stock or can willingly get product in a timely manner and have a web presence promoting the Otter brand.

### To qualify to be listed on our Dealer Locator and receive leads from Otter, you must:

- Complete and return this request form to [customerservice@otteroutdoors.com](mailto:customerservice@otteroutdoors.com).
- Have placed and received orders from your Distributor within the past year.
- Have stock on hand or be willing to immediately order product to meet the consumer demand.
- Have working knowledge of the Otter products you market.
- Provide accurate contact information with updates if there are any changes.
- Indicate on your website that you are an Authorized Otter Dealer.

### COMPANY INFORMATION

Company: \_\_\_\_\_ Contact(s) \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City State Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

This must be a phone # that is answered regularly and messages returned promptly

Website: \_\_\_\_\_

Purchase products through Distributor: \_\_\_\_\_

Otter products I plan to market (check all that apply):  FLIP OVER SHELTERS  HUB SHELTERS  SLEDS  
 ACCESSORIES

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

Title: \_\_\_\_\_ Date: \_\_\_\_\_



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