



FOUR FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

*May not be combined with other programs, promotions or discounts.
No substitution. One (1) per retail store location
- NEW RETAILERS ONLY- Form Must Be Completed In Full*

Step 1:

Retailer Name: _____
 Street Address: _____
 City, State, ZIP: _____
 Contact: _____
 Phone: _____
 Fax: _____
 Email: _____
 Distributor: _____
 Distributor Salesperson: _____
 D & D Salesperson: _____

Step 2 - Frequent Buyer Program:

- YES - This retailer will participate in the L'Avian Plus™ Consumer Frequent Buyer Program.
Please send store kit immediately. (PLPKT0200)
- YES - This retailer will participate in the L'Avian Plus™ First Food Free Program.
Please send store kit immediately. (PLPKT0250)

Step 3 - Point of Sale FREE:

- YES, this retailer will install all required and available POS materials. Please have distributor representative or D & D representative order materials required for this location.
- Send _____ L'Avian Plus™ Product Guides for consumers and store reference. (PLPMC0200)

Step 4 - Introductory Promotion:

Describe briefly how this retailer will promote the L'Avian Plus™ product line.

Approved by Distributor Sales Manager

_____ Date

Distributor Order/Invoice Number _____

Step 5 - Order Product (Packaged Goods Only):

50% off items listed below. Order must be for a minimum of 5 different items. Limit one case per item. Case lots only. Program limited to new L'Avian Plus™ customers only. One program per retail location.

ITEM #	ITEM	ITEM SIZE	TOTAL CASES
121020	Canary Food	12 / 2 lb.	_____
123020	Finch Food	12 / 2 lb.	_____
124020	Parakeet Food	12 / 2 lb.	_____
122040	Cockatiel Food	6 / 4 lb.	_____
126050	Cockatiel Food, No Sunflower	6 / 5 lb.	_____
125030	Parrot Food	6 / 3 lb.	_____
127040	Parrot Food, No Sunflower	6 / 4 lb.	_____
033030	Bean Cuisine™	6 / 3 lb.	_____
213050	Spray Millet	12 / 5 oz.	_____
001430	Parakeet Fun Treat	12 / 3 oz.	_____
001230	Cockatiel Fun Treat	12 / 3 oz.	_____
001530	Parrot Fun Treat	12 / 3 oz.	_____
003830	Crunch & Fun Parrot Treat	6 / 13 oz.	_____
182070	Gerbil Food	6 / 5 lb.	_____
184070	Guinea Pig Food	6 / 5 lb.	_____
185070	Hamster Food	6 / 5 lb.	_____
187070	Rabbit Food	6 / 5 lb.	_____
188030	Chinchilla Food	6 / 2.5 lb.	_____
197130	Rabbit Treat	12 / 13 oz.	_____
003130	Hamster/Gerbil Fun Treat	12 / 3 oz.	_____
003430	Guinea Pig Fun Treat	12 / 3 oz.	_____
003730	Rabbit Fun Treat	12 / 3 oz.	_____

TOTAL CASES ORDERED

Signature Required:

By signing below, retailer named agrees to place L'Avian Plus™ products ordered in a prominent, high-traffic store location and maintain the retail product display for a period of six months. Shelf inventory must be maintained at all times. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

Signature

Date