



OUTDOOR EQUIPMENT, INC.

Rasmussen Model Home Display Program

Purpose

To gain brand awareness and generate traffic and sales for our hearth dealers.

Responsibilities

PMA

1. Provide the following package at no charge to selected dealers:
 - a. B24FXH
 - b. LS24
 - c. SPK3E
 - d. RE-UP1
2. Provide individually customized sign promoting dealership name and Rasmussen.

Dealer

1. To contact builder and arrange to install logs in one or more models for a mutually agreed upon time.
2. Install and train on operation of logs and remote.
3. Inspect display every 30 days to insure top visual performance and replenish brochures.
4. Provide PMA with picture of burning display within 30 days of installation.

Builder

Agrees to display signage, brochures, and keep displays burning during open hours.