

THIRTY DAYS

OF

The HGTV HOME logo features a white house silhouette above the text "HGTV HOME" in a bold, white, sans-serif font.

SEPTEMBER 1-30, 2013

SAVE

UP TO \$500

on HGTV HOME Flooring by Shaw

Retail Sales  
Associate  
Information



# Sale Basics

- September 1 – 30
- Depending on how much the consumer purchases, you can offer them a \$100, \$300 or \$500 coupon
- Consumer must purchase minimum yardage or square feet of a qualifying style
- Offer and pricing are based on material only
- Installation, pad/underlayment, trim pieces, etc., are additional and pricing of these items is at the sole discretion of the retailer

# Qualifying Styles

- **Carpet** = \$7.92 sq. yd.
- **Laminate** = \$1.19 sq. ft.
- **Area Rugs**
  - \$599 (\$100 coupon)
  - \$999 (\$300 coupon)
  - \$1,699 (\$500 coupon)
- **Resilient (Plank & Tile)** = \$1.49 sq.ft.
- **Hardwood** = \$2.49 sq. ft.

# Minimum Purchase Quantities

- **\$100 Coupon** = 50 sq. yds. carpet, 500 sq. ft. hard surface\*, and \$599 minimum retail price for area rugs
- **\$300 Coupon** = 100 sq. yds. carpet, 1,000 sq. ft. hard surface\*, and \$999 minimum retail price for area rugs
- **\$500 Coupon** = 200 sq. yds. carpet, 2,000 sq. ft. hard surface\*, and \$1,699 minimum retail price for area rugs

\*Hard surface includes hardwood, laminate and resilient.

# Promotion Benefits

- Earn double points on all HGTV HOME Flooring by Shaw products\*
- Coupon offer, one easy-to-tell story
- Retail sales associate training available via Capture The Spirit
  - Pays 500 bonus points upon completion

\*All Retail Sales Associate incentives are claimed on [shawcts.com](http://shawcts.com). R.S.A. must be registered to participate.

