



2025 DEALER HANDBOOK



FROM INNOVATION TO INSPIRATION

As a Wave Armor Dealer, you are part of the #1 Fastest-Growing floating dock company in the universe. We are REVOLUTIONIZING the industry through INNOVATION and our COMMITMENT to being the BEST! Our team is laser-focused on supporting you with the most innovative products and tools to grow and expand your customer base. Wave Armor has set the benchmark for Quality, Thoughtful Design, Aesthetics, and Consumer Demand.

We Provide:

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – Made in the USA. Rotomolded & Foam Filled. Wave Armor docks and ports are the most durable and unsinkable floating dock and port systems in the industry
- **Most aesthetically pleasing dock** - Molded flagstone texture, multi-colored Pebble Beach finish, and patented hidden H-Beam connectivity make it the most beautiful dock on the market
- **Ultimate customization** – Wave Armor Docking systems are modular accommodating any dock design and provide the widest variety of accessories to turn docks into true outdoor living spaces
- **Best in class warranty:**
 - 10-year residential warranty on docks, 8-year residential warranty on ports
 - 3-year commercial warranty on docks and ports
- **Preparing you for success:**
 - Best in class sales, marketing, and customer service team for you and your customers
 - The Wave Armor team is always available and can provide you the tools, training, and resources necessary to be successful
- **Telling our story** – We are continuously building Wave Armor brand awareness and providing our dealers with tools to connect with new customers. Dealers have access to:
 - Content – New articles consistently produced on Wave Armor products, info, tips, features, and benefits. Dealers to use socially, email newsletters, website, and in-store
 - New lifestyle & product images added annually to showcase Wave Armor products, and to keep your marketing assets fresh and up to date
 - Library of videos to use as needed, with multiple new videos becoming available for 2024
 - Sales support materials – catalogs, brochures, and sell sheets
 - Apparel, banners, giveaways, and promotional items available for purchase



411 CONGRESS ST W MAPLE LAKE, MN 55358

CUSTOMER SERVICE HOURS

Monday – Thursday 8:00 AM – 4:00 PM (Central Standard Time)

Friday 8:00 AM – 3:00 PM (Central Standard Time)

SHIPPING HOURS

Monday – Friday 8:00 AM – 3:00 PM

GENERAL

NAME	PHONE	E-MAIL
Customer Service	1-877-832-6945	CustomerService@wavearmor.com
Orders	1-877-832-6945	Orders@wavearmor.com
Accounts Receivable	320-963-5995	AR@rhinomade.com

TERRITORY MANAGERS

NAME	TERRITORY	PHONE	EMAIL
Steve Schneider	Territory 1 – CT, DE, IN, KY, MA, MD, ME, MI, NH, NJ, NY, OH, PA, RI, TN, VT, WV International	Cell: 320-267-0810	Steve.Schneider@wavearmor.com
Kurt Welch	Territory 2 – IA, IL, MN, MO, ND, NE, SD, WI	Cell: 218-205-8919	Kurt.Welch@wavearmor.com
David Bahn	AL, GA, MS, NC, SC	Cell: 678-234-6844	David.Bahn@wavearmor.com
Factory Territory	AK, AR, AZ, CA, FL, ID, KS, MT, NM, NV, OK, TX, UT, WA, WY	Customer Service: 1-877-832-6945	CustomerService@wavearmor.com

MANAGEMENT

NAME	TITLE	PHONE	E-MAIL
Jennifer Johanneck- Eystad	President	Office: 320-963-2532	JenniferE@rhinomade.com
Ben Feldman	Director of Sales	Cell: 763-489-1700	Ben.Feldman@wavearmor.com

MARKETING

NAME	TITLE	PHONE	E-MAIL
Leah Schaal	Creative Brand Manager	Office: 320-963-2545	Leah.Schaal@rhinomade.com
Brock Johnson	Digital Marketing Manager	320-963-5995 ext.221	Brock.Johnson@rhinomade.com

PROGRAM

/ REQUIREMENTS OF WAVE ARMOR DEALERS

- **Experience, expertise, and knowledge** – In-depth knowledge and relationships within the Marine and Marine leisure sector, particularly within your market.
- **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 Wave Armor product line to your customers**
 - Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
 - Display Wave Armor product in your showroom or lot.
 - Prominently display POP materials and brochures in your showroom.
 - Market and advertise Wave Armor products following our MSRP and MAP (Minimum Advertised Price) pricing structures.
 - List “Wave Armor Authorized Dealer” on your business cards.
 - Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials (Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor’s marketing department prior to distribution).
- **Wave Armor recommends that if there are any questions on whether a certain brand or model of pontoon fits the Wave Armor Pontoon Port, the dealer should make an inquiry to their factory representative.**
 - Certain brands are less likely to fit. Pontoons that have outside lifting strakes, pontoons that are 22 ft. and under, and pontoons that are marginally powered, usually under 115 hp., struggle to put on and take off a pontoon. Please consult your factory representative with any questions or concerns. Do not assume that every brand and model will universally fit our pontoon port.
- **Provide the highest level of customer service and support to your customers**
 - Staff training and education on Wave Armor products.
 - Marketing campaigns such as social media, digital/print, sales brochures, and email blasts.
 - Regular cold-call visits to commercial projects in your market.
 - Site assessments to ensure that installations are performed easily and smoothly for the customer
 - Exhibit or participate at (1) local Boat shows with Wave Armor products, branding, and marketing materials.
- **The ability to purchase dock, ports, and raft in units equal to a truckload** *Exceptions may apply for Universal Products, attachment kits, and misc. items.
- **Collaborative partnership planning**
 - Annual Business Review
 - A collaborative review of your sales of the previous year looking at total dollars, market reach, and business to business activity.
 - Annual Purchase Plan & Early Buy Purchases
 - A Wave Armor team member will review and collaborate with you on an annual strategy and sales plan, including early buy purchases.
- **Understanding of Engagement**
 - No sub dealers should be actively advertising Wave Armor in the marketplace. This includes both print and digital media. Digital media includes but not limited to the likes of Facebook Marketplace, Google ads, etc.
 - Warranty process needs to follow the authorized dealer (selling dealer). All warranty responsibility on the part of the sub-dealer, will be transferred to the authorized selling dealer. Additionally, all sub-dealers are to be shared with the Regional Sales Manager to aid in the process.

- All purchases from dealers to sub dealers are highly suggested to be purchased within selling territory of authorized dealer.
- Wave Armor doesn't warrant any defined territories; all dealers have the ability to purchase direct at Wave Armor's discretion.
- Wave Armor reserves the right to restrict certain territories via bodies of water, zip codes, or states.

/ WAVE ARMOR DEALER PROGRAMS

Wave Armor dealers require a minimum annual purchase plan of \$50,000 to be accepted into the direct purchase program. A dealer's location, long-term plan, and circumstances will all be considered and may affect qualification and tier level decisions. Please note that dealers that do not meet minimum purchase levels will be reviewed by the sales management team to determine dealer status.

Dealer Requirements:

- Represent and promote Wave Armor products on a dedicated area of your website and Facebook page, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and MAP (Minimum Advertised Price) structure.
- Display POP Material and brochures prominently in the Dealer's showroom or office. (Dependent upon space).
- Display Wave Armor product in your showroom or lot.
- Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor's marketing department before distribution.
- Must attend (1) Corporate/Distributor sponsored show, expo or event representing Wave Armor, if requested.
- Maintain/Update company contact information annually for Wave Armor marketing resources.
- Provide Warranty Registration Information to customers within 30 days of product installation/delivery.
- Provide Warranty Support directly to the customer after the sale/installation utilizing the Wave Armor "Warranty Program".
- Present Wave Armor products to the consumer utilizing the highest level of customer service and professionalism.
- Properly train and educate your staff on the full Wave Armor line of products.
- Participate in annual business review and planning with your Wave Armor Territory Manager.
- Wave Armor will offer three levels (Premier, Elite, and Master) of dealer programs; the plan is tiered to provide increasing discounts as your business and volume grow. Additionally, each level has its own incentives and requirements as illustrated below:

	DEALER PROGRAM TIERS		
	Premier	Elite	Master
Discount (approx. off MSRP)	30%	37%	42%
Stocking Program Target	open	+\$40,000	+\$80,000
Early Buy Order (% recommended of annual purchases)	40%	55%	60%
Minimum Annual Purchases	\$50,000	\$150,000	\$300,000

Option 1: Third-party Commercial Finance

- Wave Armor utilizes a third-party Commercial Finance Company as an option for many of our partners. The terms and acceptance into the program are between the finance company and Wave Armor partners.
- Typically, the terms allow for flexibility of payment in the future while receiving inventory in advance of the start of the season.

Option 2: Cash Program

- If a dealer chooses the Wave Armor cash program for their Early Buy, based upon approved credit by WA, the terms will be inclusive of a cash discount for early payment.
- Additionally, all in season purchases submitted will be at dealer level pricing with the terms of Net 30. All shipments will be scheduled by Wave Armor and need to be shipped by end of February. Any order after February, Wave Armor will not guarantee inventory availability.

Option 3: Prepaid Program

- If a dealer does not qualify or chooses not to use commercial finance or Wave Armor terms, they can choose to prepay their orders. Wave Armor must have payment in-house before an order is released for shipment. The dealer may prepay their early buy orders and receive a discount, confirmed at the time of order. All fall stocking orders will be shipped at the factory's discretion.
- All in-season orders are at dealer level pricing and will be prepaid throughout the year.

Orders of \$1,000 or less for hardware or attachments will be processed and shipped as soon as possible.

Consult your Territory Rep if you have any further questions.



DIRECT TO DEALER ACKNOWLEDGMENT FORM

This Direct Dealer Acknowledgment is made effective as of _____ by and between Wave Armor, LLC, a Minnesota company, located at 411 W. Congress Street, Maple Lake, Minnesota 55358 ("Company") and _____, located at _____ ("Dealer").

Please initial to confirm each statement:

Table with 10 rows of statements for acknowledgment, including terms of payment, order processing, and dealer program requirements.

Dealer Signature: _____

Dealer Printed Name: _____

Title: _____ Date: _____

WA Territory Rep Signature: _____

WA Territory Rep Printed Name: _____

DESCRIPTION

Wave Armor utilizes a Manufactures Suggest Retail Price (MSRP) and Minimum Advertised Price (MAP) pricing structure. MSRP and MAP will be the same price. As an authorized Wave Armor Dealer, all published pricing must comply within the MSRP & MAP pricing structures, as outlined below. In good faith of MSRP & MAP pricing structures, dealers will be authorized to sell and ship Wave Armor products direct to customers.

MSRP and MAP PROGRAM TERMS

Wave Armor Brand Products: The advertised price for all Wave Armor products cannot be presented to the public any lower than the published online MSRP/MAP based on the company's websites at WWW.WAVEARMOR.COM. However, exceptions will be made from 8/1-9/30, at which point the MAP pricing will be adjusted to reflect 10% off MSRP.

Product Branding: Wave Armor has invested and continues to invest in its proprietary branding in the public marketplace. All public advertising shall include the "Wave Armor" Logo and proprietary color scheme. The product name and description used in any and all forms of advertising media will directly reflect those listed on the company's websites at WWW.WAVEARMOR.COM

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

INTERNET PUBLISHED PRICING POLICY

All sales activities, including those over the internet, should be consistent with the obligations and limitations in the current Wave Armor MSRP & MAP 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., "Installation included" or "fully assembled"). Internet sales may not be transacted at prices below MAP pricing. It is not acceptable to reflect lower prices than the MSRP/MAP policies on your web page or electronic shopping cart.

FINAL SALE PRICE

The MSRP and MAP Program applies only to advertise prices and the prices used for the marketing of Wave Armor Products. The final per unit sale price to the consumer of any Wave Armor products will be determined by you as the "Authorized Dealer".

VIOLATIONS

A violation is defined as any marketing or advertising that represents Wave Armor Products at prices below the MSRP and MAP Program prices. Public pricing that violates the MSRP and 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 MSRP and MAP Program to sell and ship Wave Armor Products for resale to a non-authorized dealer without consent from Wave Armor.

The penalties for violating the MSRP and 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 Wave Armor (Co-op, marketing tools, and support or any annual discount opportunities).
- 3rd violation (or 2nd intentional violation) – termination of right to participate as a Wave Armor Authorized Dealer and/or marketing to the public utilizing the Wave Armor MAP Program.



TO PARTICIPATE AS A WAVE ARMOR DEALER

1. Complete the requested information below.
2. Email to Customerservice@WaveArmor.com or your Territory Rep, or fax this completed form to Wave Armor Customer Service at (320) 963-6192; and
3. Comply with all requirements of the MSRP, MAP, and Internet Sales Programs.

WAVE ARMOR DEALER MSRP, MAP, AND INTERNET SALES PROGRAM PARTICIPATION AGREEMENT

Dealer Name: _____

Dealer Address: _____

Authorized Signature: _____

Title: _____

Date: _____

If not received, it is assumed you consent to the program participation agreement when placing your first purchase order.



DEALER LOCATOR / LEAD REQUEST FORM

Our Dealer Locator tool allows consumers to locate Authorized Wave Armor Dealers in their area via our website and will be utilized by Wave Armor to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have Wave Armor 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 Wave Armor brand.

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

- Complete and return this request form to customerservice@wavearmor.com or give to your Wave Armor Territory Rep.
- Have placed and received orders from Wave Armor within the past year.
- Determine what lines within the Wave Armor brand you will present and market to the consumer.
- Have stock on hand or have a current order for products to meet the consumer demand.
- Have working knowledge of the Wave Armor products you market.
- Provide timely and accurate updates to your company and/or contact information.
- **Indicate the following on your website**
 - **Your company as an Authorized Wave Armor Dealer including a Wave Armor current logo on your homepage, a link to Wave Armor's website or have a page or pages dedicated to the Wave Armor products you carry.**
 - **Provide a positive written statement and/or product description equal to or greater than any of the other brands or products that you may represent.**
- Provide written proof that all leads provided were responded to in a timely and professional manner. Offer documentation of outcome upon request.

Company: _____

Contact(s): _____

Address: _____

Email: _____

City State Zip: _____

Phone: _____

Website: _____

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

Wave Armor Products I plan to market (check all that apply):

PWC Ports _____ Docks _____ Rafts _____ Canopies _____ Pontoon Ports _____ Boat Ports _____

Authorized Signature: _____

Title: _____

Date: _____



CONTACT UPDATE FORM

Complete this form to ensure we have the correct contact information for your company and staff.
Please e-mail to Customerservice@wavearmor.com when completed.

BILLING ADDRESS:

Company: _____
Address: _____
City State Zip: _____
Main Phone: _____
Fax: _____
Website _____

SHIPPING ADDRESS:

Company: _____
Address: _____
City State Zip: _____
Receiving Instructions: _____

TEAM:

Name: _____
Title: _____
Phone: _____
Email: _____

Name: _____
Title: _____
Phone: _____
Email: _____

MARKETING:

Name: _____
Title: _____
Phone: _____
Email: _____

Name: _____
Title: _____
Phone: _____
Email: _____

ACCOUNTS PAYABLE:

Name: _____
Phone: _____
Email: _____

PURCHASING:

Name: _____
Phone: _____
Email: _____

POLICY

/ 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 surcharge (processing fee) applied to the total purchase, including freight.

How do we submit our orders?

- Orders should be entered online using Order Writer. E-mail customerservice@wavearmor.com to obtain your login credentials for online ordering via wavearmor.com.
- If you do not have access to Order Writer, e-mail orders to orders@wavearmor.com
- For custom orders, special orders or orders that require any type of extra attention please contact your Territory Manager or a member of our customer service team to review.

How do we receive our invoices?

- All our invoices are emailed directly to the 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 AR@rhinomade.com or give us a call at 1-877-832-6945.

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.
- Expedited shipping or pickup can be made available but is contingent upon scheduling, current inventory and the availability of trucks and containers.
- Pricing, Specifications, Product Availability, Promise Dates are subject to change anytime, with or without notice, including after acceptance of Purchase Orders. Rhino, on behalf of Wave Armor, reserves the right to make changes as business dictates.

How do we find answers to installation and marketing support?

- Our Territory Managers and members of our customer service team are available in situations where custom applications may be necessary.
- Email customerservice@wavearmor.com stating your need/request and we will be happy to get you any answer needed about marketing support or installation needs.

How do we handle warranty issues or claims?

- Please review the “Wave Armor 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.wavearmor.com/customer-service/warranty/>
- Please note that as the dealer or installer you should be prepared to provide Wave Armor with pictures and documentation as to the validity of the claim.

/ WAVE ARMOR WARRANTY POLICY

Wave Armor stands behind its craftsmanship and quality products. Wave Armor warrants to any original owner that they will repair or replace at Wave Armor's discretion, any product found to be defective due to a manufacturing defect within the specific product's warranty period. *

The manufacturer's warranty does not apply to any Wave Armor products subjected to an accident, maladjustment, improper installation, misapplication, misuse, modification, neglect, repair, extreme natural elements, vandalism, animals, or aquatic life, including but not limited to improper maintenance, or use of unauthorized parts or attachments. Cosmetic irregularities that do not compromise the integrity or functionality of WA products are not warrant-able items.

Warranty replacement or repairs will be made without charge by Wave Armor for an authorized dealer. Transportation/shipping charges to and from Wave Armor or an authorized dealer are the responsibility of the owner. All other obligations or liabilities, including loss of use, inconvenience, commercial loss, and consequential damages are hereby excluded.

The manufacturer warranty period begins on the date of purchase (as evidenced by a product receipt) from an Authorized Wave Armor dealer. Warranties apply only to the Original Owner of the products and are not transferable to anyone who later purchases products from the Original Owner, or to any subsequent purchaser. Only the balance of the original warranty period shall apply to repaired and replacement products. Wave Armor reserves the right to change product models, features, and designs without incurring any obligations to incorporate such changes into already completed products, or those in the hands of Dealers or Consumers. Wave Armor products repaired or replaced under this warranty may or may not incorporate these changes.

Buyer, by acceptance and use of these warranties, waives any rights it would otherwise have to claim or assert that these warranties fail of their essential purposes. The buyer agrees that venue for any court action to enforce these warranties shall be in Wright County in the State of Minnesota.

THE FOREGOING LIMITED WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY FOR SELLER'S PRODUCTS, AND IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, IN LAW OR IN FACT. SELLER SPECIFICALLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR USE OR PURPOSE, AND ANY IMPLIED WARRANTIES ARISING OUT OF COURSE OF DEALING OR PERFORMANCE OR TRADE USAGE. SELLER SHALL NOT BE LIABLE FOR ANY INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, SPECIAL, OR PUNITIVE DAMAGES, OR ANY LOSS OF REVENUE, PROFIT OR USE, ARISING OUT OF A BREACH OF THIS WARRANTY OR IN CONNECTION WITH THE SALE, INSTALLATION, MAINTENANCE, USE, OPERATION OR REPAIR OF ANY PRODUCT. IN NO EVENT WILL SELLER BE LIABLE FOR ANY AMOUNT GREATER THAN THE PURCHASE PRICE OF A DEFECTIVE PRODUCT.

NOTE:

- Dealers have 15 days upon receipt to thoroughly inspect the products for damages or shortages and file a claim for any damaged products. Failure to do so within this time-period may result in denial of claim.
- Warranties do not apply to floor or display models, out-of-box models, seconds, close-out or discontinued items.
- All incidents involving warranties over \$100.00 must be pre-approved.
- Published Dock and Port warranty moving will be reimbursed up to the following:
 - Single PWC Port \$400 labor and parts required
 - Dock Section \$400 labor and parts required
 - Boat & Pontoon Port \$1000 labor and parts required

/ WAVE ARMOR WARRANTY POLICY

/ WARRANTY PERIOD

Product Category	Residential Warranty	Commercial Warranty
Wave Docks	10	3
Dock Anchoring Kits	2	1
Dock Connection Kits	2	1
Dock Accessories	2	1
Solar Dock Lights	90 Days	None
PWC Ports	8	3
Boat & Pontoon Ports	8	3
Canopy Cover	5	3
Canopy Frame	3	1
PWC Port & Boat Port Accessories	2	1
Island Swim Raft	3	2
Island Accessories	2	1
Kayaks	2	1
Kayak Accessories	2	1
Universal Dock Accessories	2	1
Universal Boat Accessories	2	1

/ WARRANTY INSTRUCTIONS

All Warranty claims for defective or missing products that have been purchased from an Authorized Wave Armor dealer will require the dealer to facilitate the process by the following means:

1. On-site assessment of the defective product or installation to verify the claim.
2. If claim is valid, go to: <https://www.wavearmor.com/customer-service/warranty/> and complete the online form. Clear explanation of the issue, original sales receipt and photos of the defective product must be submitted.

The Wave Armor Team will review all warranty claims and electronically respond with an RMA# if the claim is accepted.

Wave Armor will communicate the steps towards resolution of the claim. This may include you offering replacement parts when applicable and returning the defective item(s) within 90 days to Wave Armor upon request. The RMA number should be clearly marked and legibly printed on the top or side of the return packaging (i.e., RMA #123456) or your items may become lost & the warranty will not be processed.

In certain cases, and upon Wave Armor approval, you may retain the defective item(s) to be used for special purposes (i.e., displays, discounted sales etc.).

NOTE:

Incomplete claims such as no receipt, supporting photos/videos/explanations or installations completed by an unauthorized Wave Armor dealer are subject to denial. A detailed explanation will be offered if the claim is denied.

All Warranties will be pro-rated based on years of use.

Thank you for being part of the Wave Armor Team! We want to introduce you to the Wave Armor Co-op program. Your marketing and advertising are a direct reflection of who you are. We are dedicated to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base. Wave Armor is committed to being the most respected brand in the marketplace.

- Thank you for being part of the Wave Armor Team! Your marketing and advertising are a direct reflection of who you are. We are dedicated to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base.

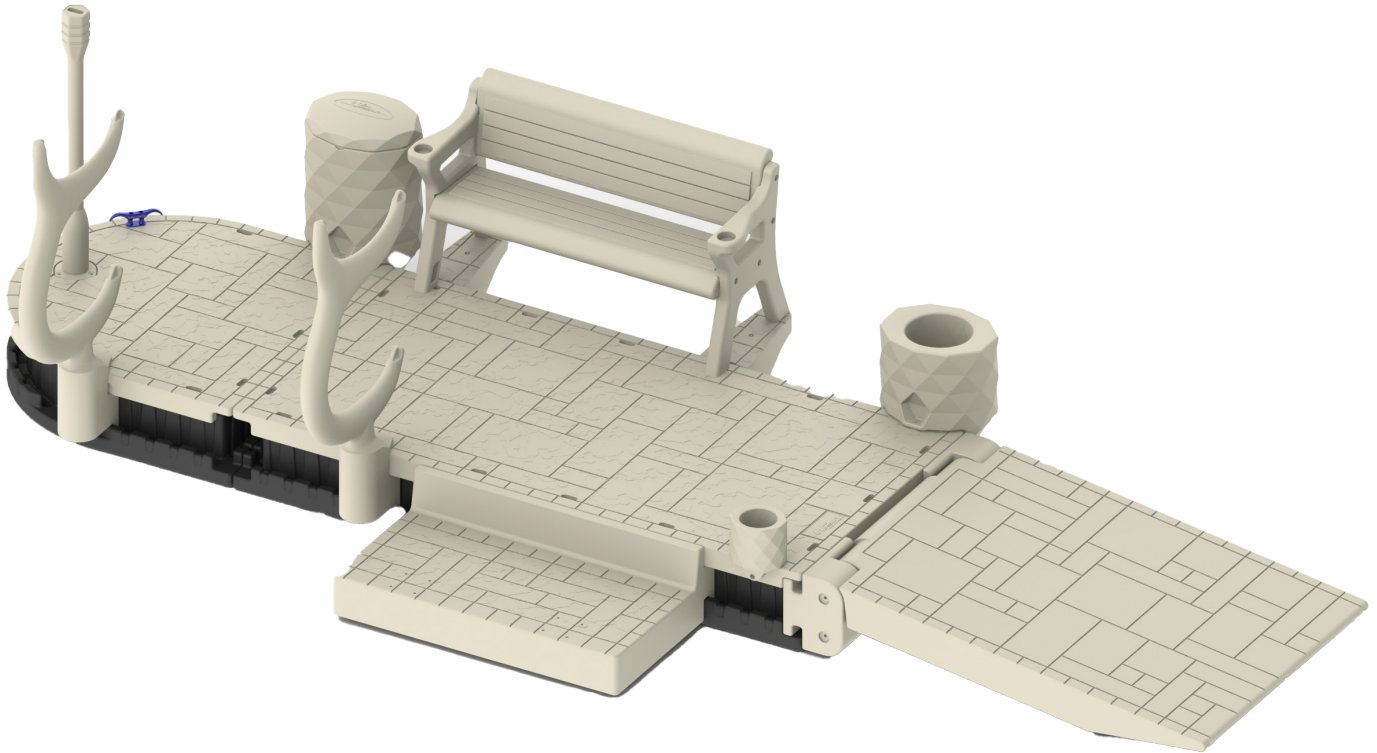
Highlights of the Wave Armor Co-op Marketing Program

- Our Co-op program is designed to benefit our distributors and dealers and is intended to drive your marketing efforts to new heights. With our vision of offering the highest levels of quality and customer service, Wave Armor is here to support you in bringing this message to the customer.
- We look forward to working with you and providing all the tools and resources to elevate your marketing success at all levels.

The Competitive Wave

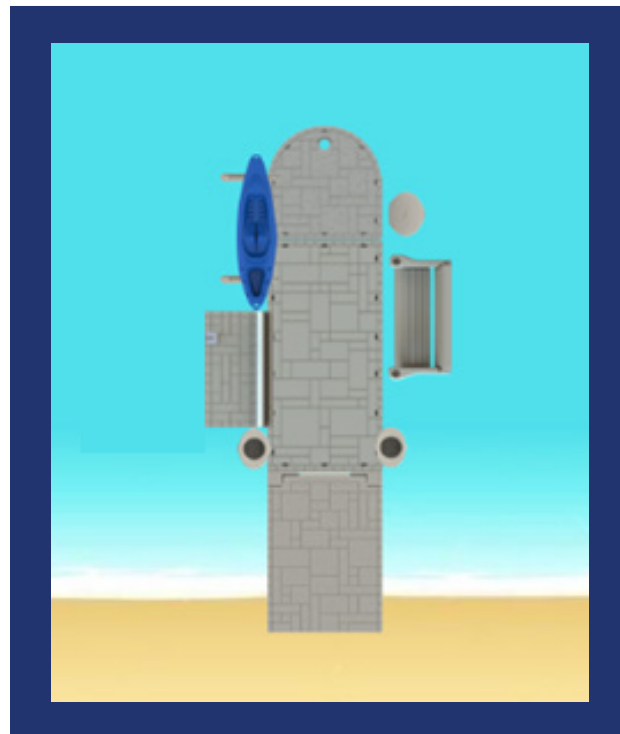
- Best in class innovation – Continuous development of new truly unique products and accessories.
- Unmatched quality – Made in the USA. Rotomolded & Foam Filled. Wave Armor docks and ports are the most durable and unsinkable floating docking systems in the industry.
- Most aesthetically pleasing dock - Molded flagstone texture, multi-colored Pebble Beach finish, and patented hidden H-Beam connectivity make it the most beautiful dock on the market.
- Ultimate customization – Wave Armor Docking systems are modular accommodating any dock design and provide the widest variety of accessories to turn docks into true outdoor living spaces.
- Best in class warranty:
 - 10-year residential warranty on docks, 8-year residential warranty on ports.
 - 3-year commercial warranty on docks and ports.
- Preparing you for success:
 - Best in Class Sales, Marketing, and Customer Service team for you and your customers.
 - The Wave Armor team is always available and can provide you the tools, training, and resources necessary to be successful.
- Telling our story – We are continuously building Wave Armor brand awareness and providing our distributors and dealers with tools to connect with new customers. Distributors and Dealers have access to:
 - Content – New articles consistently produced on Wave Armor products, info, tips, features and benefits for distributors and dealers to use socially, in email newsletters, website and in-store.
 - New lifestyle & product images added annually to showcase Wave Armor 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 – catalogs, sell sheets, and POP.
 - Dealer kits – full of logo wear and promo items.

/ WAVE ARMOR DISPLAY DOCK KIT



KIT INCLUDES:

- 60x120 Wave Dock Section
- 50" H-Beam Kit
- 60" Half Round Dock
- Lower Deck Section
- 7' Dock Ramp
- 2" Raised Pipe Sleeve
- Wave Dock Kayak Rack
- 5' Dock Bench
- Bench Attachment System
- Hex Dock Post Cover
- 10" Wave Dock Cleat
- Garbage Can
- Large Flower pot
- Small Flower pot



/ ADVERTISING GUIDELINES

Qualifying for Co-op:

- Qualifying dealers must be in good standing with Wave Armor LLC and the assigned Territory Sales Manager.
- Advertise, market, and sell multiple lines of Wave Armor products. Any single line dealer will need to have written consent from Wave Armor LLC to receive co-op upon any single product.
- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and MAP structures. If you have any questions, please contact your Territory Manager before putting anything online.
- Display POP Material and brochures prominently in the Dealer's showroom or office.
- Display Wave Armor product in the showroom or lot as applicable.
- Follow Wave Armor branding guidelines and brand requirements for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Wave Armor must have approval from a Wave Armor's representative prior to distribution.

CO-OP ACCRUAL AND REIMBURSEMENT PROGRAM:

ACCRUAL PERIOD: October 1 through September 30 (Annual Program Period)

Maximum accrual of \$25,000 per dealer in matching Co-op funds.

FOR PURPOSES OF CO-OP ACCRUAL:

- Co-op funds will be accrued on all Wave Armor Products purchased directly from Wave Armor LLC during the fiscal calendar year. Monies to be applied the following year (1yr in the rears).
- Co-op funds will be calculated at 2% of the total annual dollar value of purchases minus any outstanding or unpaid funds as determined by the accounting department.
- Special Promotions, seasonal promotions, blowouts, demo products and any closeout/discontinued products may or may not qualify for Co-op funds. It will be at the discretion of Wave Armor LLC on these products.

CO-OP CLAIM SUBMITTAL:

- Dealers will receive Co-op reimbursement as account credit (credit memo) that can be used for marketing Wave Armor products. No checks will be sent directly to Dealers, Distributors, or vendors.
- Approved claims will be reimbursed at 50% of the qualifying advertising cost and will be subject to the advertising requirements and available Co-op accrual balance.
- All approved reimbursement funds will be applied to the account balance within 60 days of approval.

CO-OP CLAIMS REIMBURSEMENT:

- Distributors will receive Co-op reimbursement as account credit (credit memo) that can be used for marketing Wave Armor products. No checks will be sent directly to Dealers, Distributors, or vendors.
- Approved claims will be reimbursed at 50% of the qualifying advertising cost and will be subject to the advertising requirements and available Co-op accrual balance.
- All approved reimbursement funds will be applied to the account balance within 60 days of approval.

CO-OP CLAIMS STATUS AND BALANCES:

- Initial Co-op balances will be emailed to the primary contact on file at the beginning of the Annual Program Period.
- All claims status and balance inquiries can be made through the Territory Sales Manager.

SUBMISSION DEADLINES:

- All Co-op forms can be found through the Sales Center Portal, submission no later than September 30th.
- Any claims submitted after Sept 30th will NOT be reviewed and any outstanding Co-op monies accrued will be forfeited by the dealer or distributor.

/ CO-OP MARKETING PROGRAM & DEALER ADVERTISING GUIDELINES

IMPORTANT INFORMATION:

- Co-op Claims submitted to an account that has insufficient funds will be placed on hold for further status review and/or to determine if partial payment will be accepted for reimbursement.
- A Co-op Claim Form will be submitted with each advertising opportunity for review. Please do not apply more than one request per form.
- Any unused or un-submitted (not pending approval) Co-op funds will be forfeited at the end of the Annual Program Period. There will be no funds rolled over to another Annual Program Period.
- Any claims that do not meet the requirements for approval will be denied with explanation. Any claims missing documentation can be resubmitted for status review.
- LOGO Requirements: A Wave Armor Logo must be present on all forms of advertising or at all events that are submitted for Co-op status review.
 - Shows, Expo's and Events will require Wave Armor banners/signs and products be present for co-op.
 - All advertising media such as TV, print, billboard and digital will require that the Wave Armor logo and name be a prominent portion of the ad and non-competing.
 - All advertising media such as TV, print, billboard and digital that represents multiple products other than Wave Armor will not be considered for co-op.
- Website setup fees and maintenance costs are not eligible for co-op reimbursement.
- Competitive products are not acceptable. Ads mentioning a competitive product in the text of the ad or displaying competitive products will be denied regardless of whether or not the business carries a corresponding product line. This includes, but not limited to Docks, Ports, Rafts, Universal Products, Dock wheels and Coolers.
- Creative development, art, talent, photography, travel, lodging, web site development, live or remote radio or television broadcasts, agency fees, production costs, labor charges, taxes, rentals, operating costs, shipping, handling, photo charges and commissions do not qualify for co-op.

MSRP and MINIMUM ADVERTISED PRICE (MAP) PROGRAM:

All advertising will follow the Wave Armor MSRP & MAP Program as outlined in the Wave Armor Dealer Handbook for 2025. Any co-op claim submitted with an advertised price or described value shall be reviewed for MSRP and Minimum Advertised Price (MAP) program participation and compliance.

/ QUALIFIED ADVERTISING

PRINT MEDIA:

- Newspaper, Magazines, Direct Mail
- Wave Armor product and Wave Armor logo must be a prominent part of the message with the Wave Armor logo size comparable to the dealer's name.
- There must be at least one clear picture of a Wave Armor product.
- Text must include appropriate description of features, benefits and/or the lifestyle that Wave Armor products represent if text is used.

Submit:

- Completed Co-op Advertising Claim Form – Found in Sales Center
- Original full-page tear sheet from each publication date (showing name and date of publication), or affidavit of performance notarized with one copy of an original full-page tear sheet.
- Invoice for each ad or receipts for direct mail printing and postage. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked.)
- Full invoice showing net cost, less any discounts (statements are not acceptable). Agency fees, commission, and photography fees are not eligible

RADIO & TELEVISION:

- Radio: Wave Armor must be the prominent part of the message with Wave Armor mentioned at least twice in a 30 second spot or three times in a 60 second spot.
- Co-op reimbursement can be used for radio space only. Production costs will not be reimbursed.

Submit:

- Completed Online Co-op Advertising Claim Form.
- Original notarized script for each radio advertisement.
- List of intended market reach (gender, age, geographical area, etc.)
- Invoices for each ad. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked.) Invoice needs to show net cost of time, including any discounts and agency fees.

SHOWS, EXPOS & EVENTS:

- Wave Armor will pay up to 50% of the exhibit space dedicated to Wave Armor, plus rented flooring/carpeting, up to the maximum reimbursement of \$4000 per occasion as shown below.
- Display area must be for Wave Armor products. Accessories can be displayed but cannot make up the entire booth space.
- Set-up, dismantling and operating costs do not qualify for co-op. (Ex.: electrical, freight, labor, rentals, etc.)
- Consumer show reimbursement will be determined based on the “Display Reimbursement Schedule” below.

Submit:

- Completed Online Co-op advertising claim form.
- Copy of contract, invoice, bill, receipt or copy of canceled check showing proof of payment and/or amount owed. Contract is not proof of payment.
- Photographs of your entire booth, including all competitive products displayed in it.
- Detailed diagram of your booth space with all display items clearly labeled
- “Dock Builder” is available at www.wavearmor.com/dock-builder and can be used to setup a booth display.
- Partial credit can be given if the accrued or remaining funds are insufficient to cover the full amount requested. Dealers cannot roll expenses or funds from one program year to another.
- If pictures are lost or not clear, claims must be submitted for review by a Territory Sales Manager, verifying that the display is correct.

• DISPLAY REIMBURSEMENT SCHEDULE:

- Booths with 100% Wave Armor product will qualify for 50% reimbursement with a maximum of \$4000 per occasion.
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies 400 Sq. Ft, and Carpet cost is \$1000. Reimbursement = \$2750
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies 200 Sq. Ft, and Carpet cost is \$1000. Reimbursement = \$1375
- Additional bonus Co-op fund reimbursement can be pre-approved for common area, main isle or special opportunity presentations of Wave Armor product with a Maximum of \$750. ***PRE-APPROVAL REQUIRED**
 - Ex., Genesis G20 highlighted in the “Main Lobby” with signage and flags surrounding product. “Special Opportunity” Booth space costs \$1250, Reimbursement = \$625

CO-OP MARKETING PROGRAM & DEALER ADVERTISING GUIDELINES

DIGITAL ADVERTISING (SEM PROGRAMS, SOCIAL MEDIA):

The following media types are eligible for co-op reimbursement **ONLY IF THE CAMPAIGNS ARE PRE-APPROVED** by the Wave Armor Marketing team.

SEARCH ENGINE OPTIMIZATION (GOOGLE ADS):

It is generally a best practice when setting the parameters of your campaign to limit your geographic area. This will help you get the best cost and return on your campaign. Landing pages for ads should be specific and relevant to each ad. The example of “Wave Armor is the most innovative floating dock brand in the world” is specific to the product and the message that we use to engage with customers.

When you have planned out all of the above, submit to marketing@rhinomade.com for co-op pre-approval and include the following:

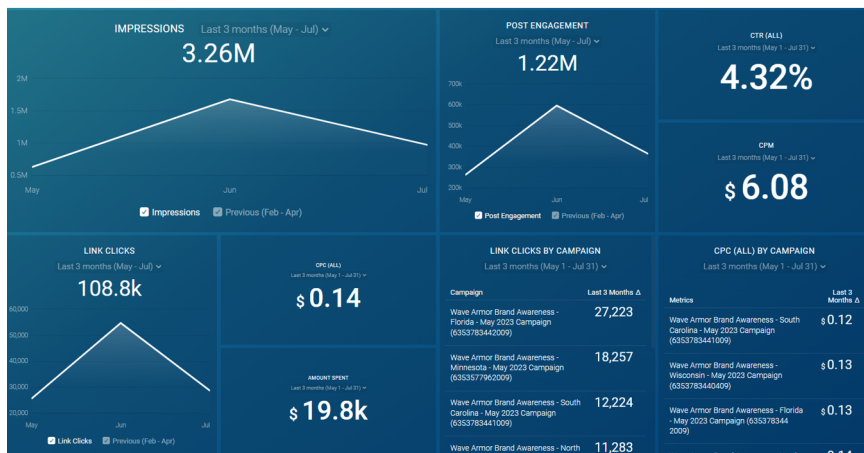
- Copy of each ad
- Screen shot of targeting location and demographic(s)
- Screen shot of landing page for each ad

After receiving co-op approval or making changes necessary to meet approval, take your campaign live.

Example campaign report for Google AdWords that serves as the third party/vendor invoice or receipt required for filing your co-op claim.

- A report showing destination/landing page URL.
- Traffic via click per word or link
- Tools and Analysis tab within Google AdWords.
- Separate keywords report if they are not included on the invoice/receipt.
- Destination/landing page URL report.
- Copy of pre-approval from the Wave Armor.

Here is an example of the information we want to see:



Benchmarks

\$1.72
Average CPC

.90%
Average CTR

\$18.68
Average CPM

Submit:

- Completed Online Co-op Advertising Claim Form
- Invoice for each ad or receipts for direct Social Media company (i.e., Facebook, Twitter, Instagram)
- Invoice/receipt/report must show the campaign dates, amount spent, and campaign reach (impressions and/or clicks).

/ CO-OP MARKETING PROGRAM & DEALER ADVERTISING GUIDELINES

SOCIAL MEDIA ADVERTISING (FACEBOOK, INSTAGRAM)

With digital ads, your advertising is best suited when it is targeted towards users that are commonly interactive with products descriptive of a lifestyle activity. The most common and relevant ads for Wave Armor dealers are:

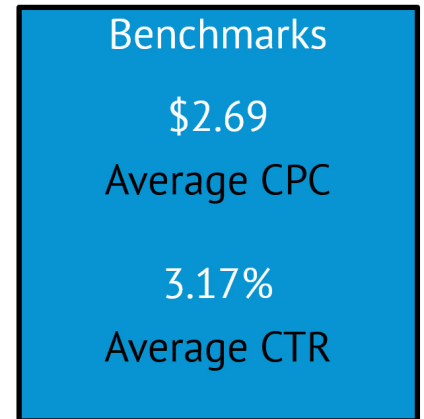
- Page Likes – Builds likes for your dealership Facebook page
- Clicks to Website – Drives traffic to your dealership website
- Event Responses – Promotes and encourages attendance at upcoming events (open houses, demos, etc.)
- Offer Claims – Drives traffic into your store with incentive offers to customers

You can create custom ads for any ad type but **MUST** submit them to marketing@rhinomade.com for pre-approval before beginning your campaign. For pre-approval, you will need to submit the Ad Image (for Facebook and Instagram) and Ad Text (Facebook or Twitter) you wish to run.

Example campaign report for Google AdWords that serves as the third party/vendor invoice or receipt required for filing your co-op claim.

- A report showing destination/landing page URL.
- Traffic via impressions and reach.
- Copy of pre-approval from the Wave Armor.

Here is an example of the information we want to see:



Submit:

- Completed Online Co-op Advertising Claim Form.
- Third party/vendor invoice or receipt for the media buy.
- Invoice/receipt/report must show the campaign dates, amount spent and campaign reach (impressions)

APPAREL, BANNERS & MISC. ITEMS (WAVE ARMOR BRANDED):

- Please refer to your Dealer Handbook and view the “Marketing Resources Order Form”
- Apparel items (incl. keychains, trade show banners) will qualify for 50% reimbursement of the total purchase price.
- Apparel, banners, and misc. items are not to be resold in any capacity when purchased under this co-op program.

Maximum Reimbursements:

- Dealer maximum reimbursement:
 - 2% of accrued purchases
 - 50/50 Co-op (You Spend \$1000 you get \$500 with a maximum of \$25,000 per dealer)
 - \$1,000 maximum on Wave Armor Apparel when using Co-op dollars.
- **TRADE SHOW BANNERS** – Consult your Territory Rep for more information and recommendations.

PROMOTIONAL PROGRAMS AND PRODUCTS (GIVEAWAYS):

**** MUST BE PRE-APPROVED BY A TERRITORY SALES MANAGER OR WAVE ARMOR CORPORATE OFFICE ****

- Giveaway unit must be part of an advertising promotion.
- Giveaway cannot be tied to the purchase of any product other than Wave Armor without approval from a Territory Sales Manager.
- Coolers, cups, hats, limited edition, non-standard or custom ordered items etc. are eligible for co-op. Promotional giveaway must be imprinted with the Wave Armor Logo. These items are for advertising and give-away purposes only and cannot be sold or used as retail items. Items must be purchased directly from Wave Armor.

DISCLAIMER

Wave Armor, a division of Rhino Inc. does not allow the use of its name and brand, “Wave Armor” in any dealers or distributor’s company name or DBA. Wave Armor is trademarked and under exclusive license of Rhino Inc., parent company of Wave Armor.

Right to Deny Any Claim

- Wave Armor reserves the right to deny any claim for reimbursement that could be considered offensive, unpleasant, or inappropriate in any way and for any reason.
- Any items purchased from third party vendors must contain an approved Wave Armor logo and must be pre-approved.

Right to Change this Co-op Program

- Wave Armor reserves the right to change this program at any time with or without notice to the dealer.

Interpretation of Any Claim

- Wave Armor reserves the right to interpret any advertising and/or claim for co-op reimbursement at its sole discretion. Any interpretation will be considered final.

Submission of Falsified or Fraudulent Claims

- Wave Armor reserves the right to retract co-op funds if the marketing opportunity is found to be fraudulent or falsified in any way. The Dealer account will then be audited, and any existing funds will be suspended until further review.

PROCEDURES

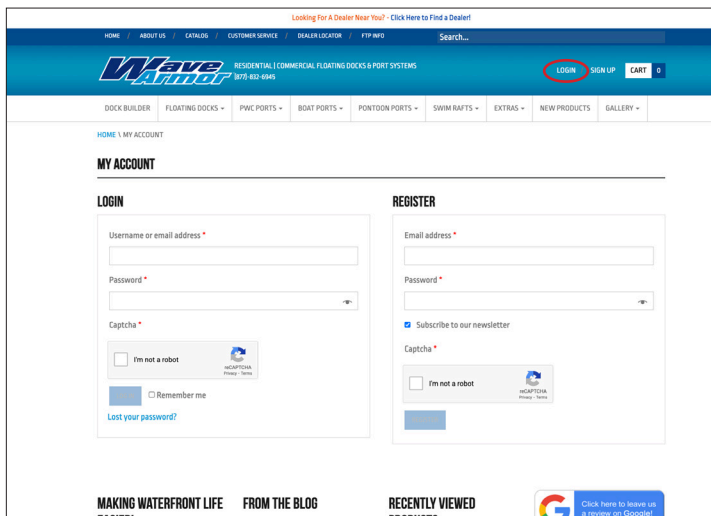
/ SALES CENTER & ORDERING PROCESS

SALES CENTER & ORDERING PROCESS

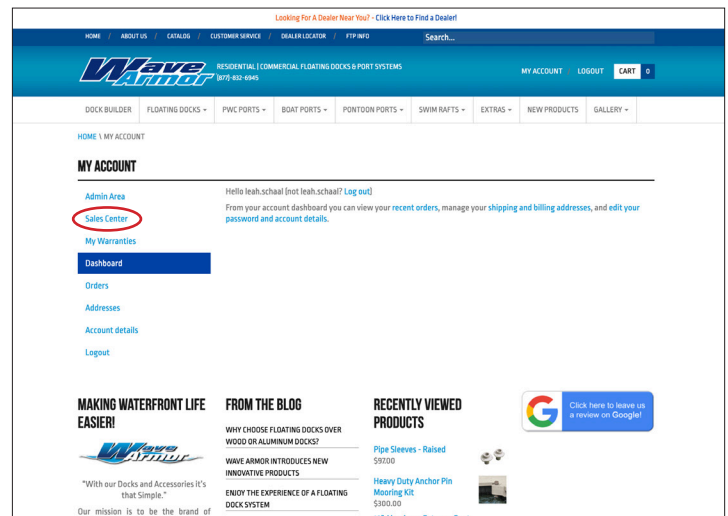
Please use the online Sales Center to submit your orders and access sales documents and logos.

To access the Sales Center, you will need to set up an account on our website. Once you set it up or if you already have an account, email customerservice@wavearmor.com to let us know your user id and we can set you up for access to the Sales Center. Once you have confirmation, we have connected your login to the Sales Center, follow these instructions:

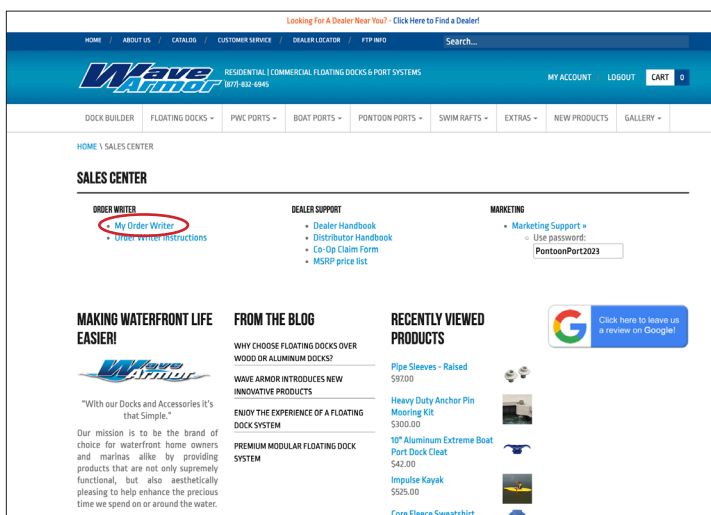
1.) LOGIN to your account at WAVEARMOR.COM



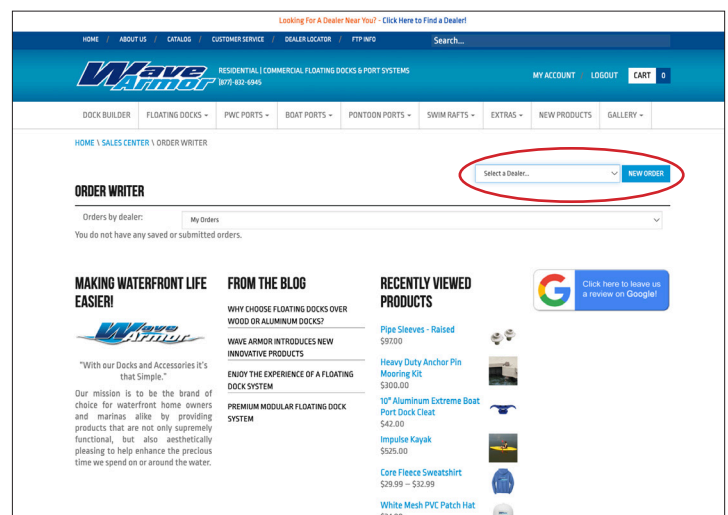
2.) Go to Sales Center



3.) Click on My Order Writer to start a new order



4.) Select Your Account & click New Order



New Order – make sure the Bill to and Ship to information is correct. If you want a different ship to address, you can edit the fields. If your bill to information is wrong, please contact us at ar@rhinomade.com to get it updated.

PLEASE NOTE: When assigning a PO make sure it is a unique number/name that has not been used previously. Our system cannot accept an order with a PO that has already been used. If you don't have a unique PO number just leave it blank and our system will assign one.

/ SALES CENTER & ORDERING PROCESS

The required fields are marked with a red * for you to complete.

If you edit the Ship to Address, it will automatically save for you to have next time. If you enter any comments into the Shipping Notes, that information will need to be sent customerservice@wavearmor.com (Notes do not transfer to Customer Service once an order is placed)

In the Truck Routing, choose how you want shipping to be planned.

- **Customer Routed** – This means you will make arrangements to have the product picked up – either with your own truck or a trucking service you work with
 - Pickup windows will be 8am, 10am, 12pm, and 2pm Monday-Friday
 - If an appointment is missed, the order will be processed as time permits on that given day
- **Prepay & Add**- This means Wave Armor will make the arrangements for you and shipping costs will be added to your invoice

For your early stocking orders, please select **Early Buy** under payment terms. We will begin shipping all stocking orders immediately. Based upon Wave Armor discretion.

Scroll down and increase quantities for each item you would like to order.

At the bottom there will be a summary of the product you are ordering and your invoice total. In the drop down box you can choose to Process Order or Save as Draft. Once you click Submit, your order will be sent to the Customer Service team.

You can review any order placed within your Sales Center and you have the option to Print, Download, or Request to Cancel the Order.

WE LOOK FORWARD TO SEEING YOUR ONLINE ORDER!

/ DIGITAL ASSET MANAGEMENT

Wave Armor uses **Air.inc** as an asset management platform. Follow the instructions below to access. Any questions, please contact marketing@rhinomade.com.

Items available in AIR:

- PDF Catalog
- Photography - Lifestyle & Product
- Videos
- Sell Sheets
- Logos
- Ad & Social Post Templates
- Billboard Creative
- Engineering Sign offs

/ HOW TO ACCESS AIR

1.) **LOGIN** to your account at **WAVEARMOR.COM**

The screenshot shows the Wave Armor website's login page. The navigation bar includes links for HOME, ABOUT US, CATALOG, CUSTOMER SERVICE, DEALER LOCATOR, and FTP INFO. The main navigation menu lists various product categories like DOCK BUILDER, FLOATING DOCKS, PWC PORTS, etc. The 'MY ACCOUNT' section is active, showing 'MY ACCOUNT' and 'LOGIN' options. The 'LOGIN' form has fields for 'Username or email address', 'Password', and 'Remember me'. A 'Remember me' checkbox is checked. A 'Lost your password?' link is also present. The 'REGISTER' form is also visible, with fields for 'Email address', 'Password', and 'Subscribe to our newsletter'. A 'Click here to leave us a review on Google!' button is at the bottom right.

2.) Go to **Sales Center**

The screenshot shows the Wave Armor website's 'MY ACCOUNT' page. The navigation bar and main menu are the same as in the previous screenshot. The 'MY ACCOUNT' section is active, showing 'Admin Area', 'Sales Center', 'My Warranties', 'Dashboard', 'Orders', 'Addresses', 'Account details', and 'Logout'. The 'Sales Center' link is circled in red. Below the navigation, there are sections for 'FROM THE BLOG' and 'RECENTLY VIEWED PRODUCTS'. A 'Click here to leave us a review on Google!' button is at the bottom right.

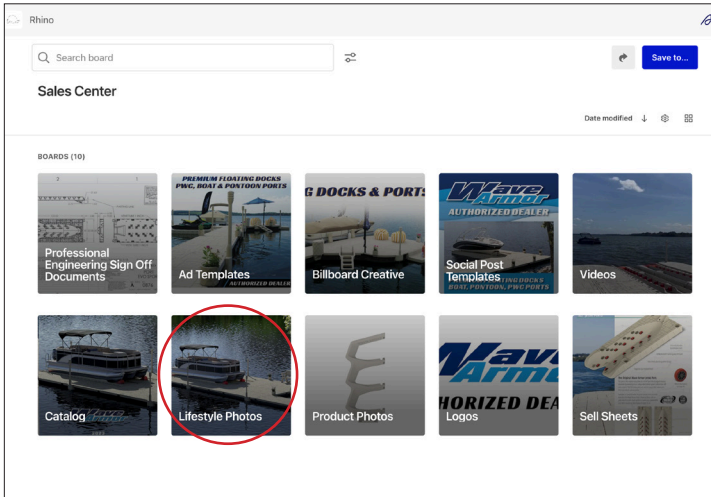
3.) Click on **Marketing Support** and take note of the password.

The screenshot shows the Wave Armor website's 'SALES CENTER' page. The navigation bar and main menu are the same as in the previous screenshots. The 'SALES CENTER' section is active, showing 'ORDER WRITER', 'DEALER SUPPORT', and 'MARKETING'. The 'MARKETING' link is circled in red. Below the navigation, there are sections for 'FROM THE BLOG' and 'RECENTLY VIEWED PRODUCTS'. A 'Click here to leave us a review on Google!' button is at the bottom right.

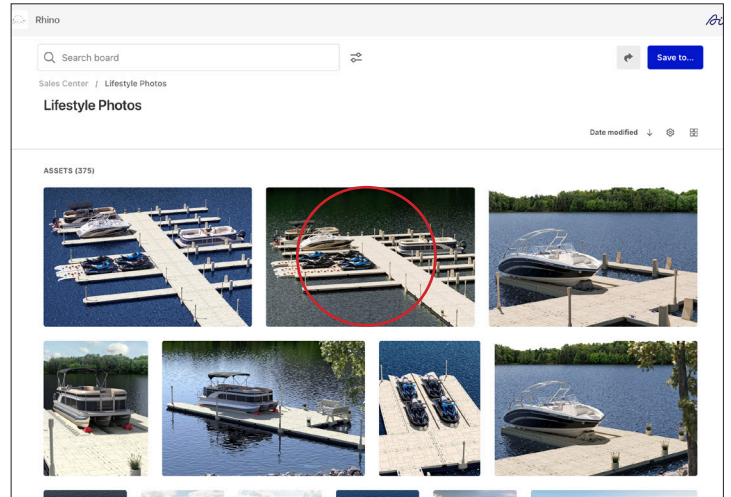
4.) Enter the **Password**.

The screenshot shows the Air.inc password entry page. The page has a light blue background with a large 'Air' logo in the top left. A lock icon is in the top center. The text 'This link is private' is in the top right. Below the text, there is a 'Please enter the passcode to view' message. A 'Password' field is highlighted with a red border. Below the field, there is a 'Let's go' button. A 'Passcode is required.' message is at the bottom.

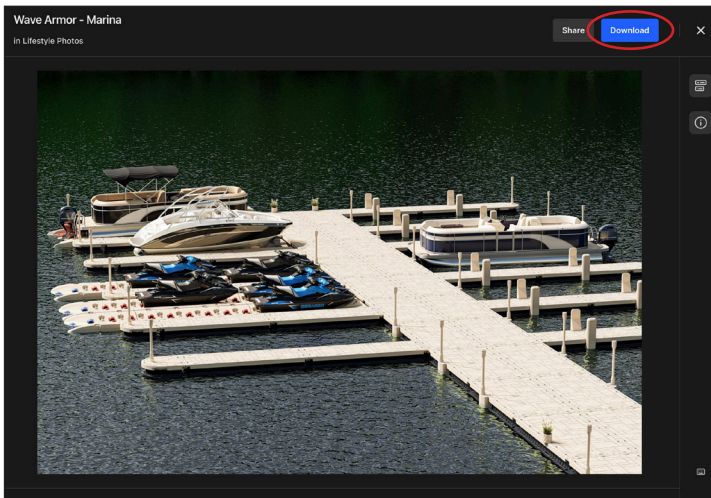
5.) Double-click on the category folder you want to access:



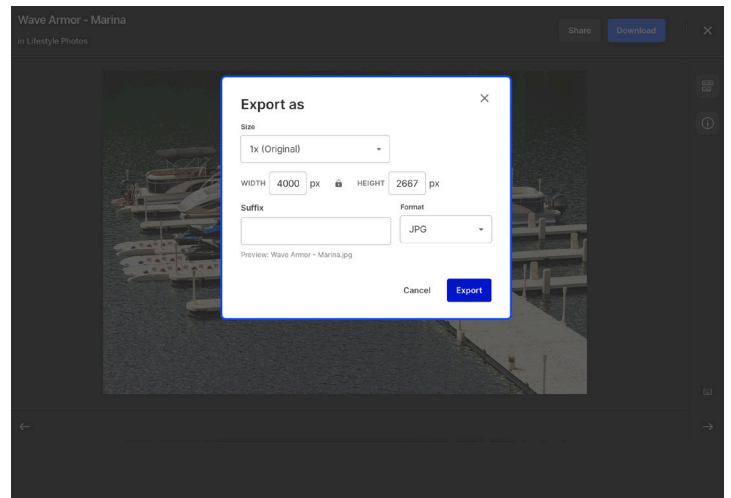
6.) Double-click the asset you want to download:



7.) Click **Download**, to download original file:



8.) You also have the option to download images as different file sizes and formats by click **'Export As'**:



MARKETING

/ BRAND POSITIONING

EXPERIENCE UNMATCHED LUXURY AND VERSATILITY WITH OUR PREMIUM FLOATING CUSTOMIZABLE DOCK SYSTEM

At Wave Armor, we offer a truly exceptional floating dock system that combines unparalleled luxury, versatility, and customization. Our premium dock system sets a new standard in water-front experiences, providing you with the ultimate solution for your aquatic needs.

Customizable Design

Unlike any other dock system on the market, our offering allows you to build a dock system to suit your unique needs, you have complete control over creating a dock that perfectly matches your vision.

Superior Quality and Durability

We believe in delivering only the highest quality products. Our dock system is engineered using premium materials and innovative construction techniques, ensuring unparalleled durability and long-lasting performance. Experience peace of mind knowing that your investment will withstand the test of time and provide years of enjoyment.

Effortless Floating Experience

Our advanced floating technology ensures a smooth and stable experience, even in challenging water conditions. Experience the sensation of walking on water as our dock system effortlessly adapts to changing tides, waves, and currents, providing a secure and safe platform for various activities.

Luxurious Features and Accessories

Elevate your waterfront experience with our range of luxurious features and accessories. From integrated seating and storage solutions to water sports attachments, our dock system can be equipped with an array of premium options to enhance comfort, entertainment, and functionality.

Easy Installation and Maintenance

We understand that your time is valuable, which is why we have designed our dock system for hassle-free installation and minimal maintenance. Our expert team will ensure a smooth installation process, and our low-maintenance materials and finishes require little effort to keep your dock looking pristine year after year.

Eco-Friendly and Sustainable

We are committed to preserving the environment and minimizing our ecological footprint. Our dock system is crafted using environmentally friendly materials and incorporates sustainable design practices, ensuring a minimal impact on the surrounding ecosystem while providing a luxurious waterfront experience.

Experience the epitome of luxury, versatility, and customization with our premium floating dock system. Whether you seek a private oasis for relaxation, a platform for water activities, or a stunning addition to your waterfront property, our dock system offers a transformative experience that exceeds your expectations.

WAVE ARMOR - REDEFINING WATERFRONT LUXURY

/ BRAND GUIDELINES

Using the correct logo, following the established color theme, and using the current font family is paramount in maintaining brand consistency. Below is a guide to aid in the creation of any Wave Armor branded designs. Please contact your rep to get approvals on all Wave Armor branded advertising prior to printing/publishing. The assets can be downloaded from our digital asset management platform called AIR. See the 'Procedures' section of this binder for further instructions.

/ LOGO



/ COLOR PALETTE



PMS 288C
RGB 0 | 45 | 112
CMYK 100 | 87 | 27 | 19
HEX #002d70



PMS 2925C
RGB 0 | 154 | 218
CMYK 76 | 24 | 0 | 0
HEX #009ada

/ FONT SUITE

GEOMETOS ROUNDED

USE:
HEADING FONT
H1 TAGS

STYLES:
REGULAR

PT SANS

USE:
BODY COPY

STYLES:
REGULAR **BOLD**

/ MARKETING SUPPORT

We are equipped to support our dealers and distributors with various retail, trade show and digital marketing materials. Custom solutions are available upon request. See co-op marketing section for details on co-op budget use. Visit the sales center on AIR or ask your rep for an order form.



A



B



- 1 10' X 7.5' BACKDROP
A / DOCK LIFESTYLE
B / PWC LIFESTYLE

- 2 20' X 7.5' BACKDROP
BLUE BRAND



- 3 9.5' SAIL FLAG
/ INDOOR CROSS BASE
/ OUTDOOR SPIKE BASE



- 4 KEYCHAINS

- 5 6' TABLE COVER



- 6 BACKLIT SIGN
/ 96" X 28"
/ 84" X 24"
/ 60" X 18"



A



B



C

- 7 RETRACTABLE BANNERS
A / BOAT PORT COMPARISON
B / PWC PORT COMPARISON
C / BRAND LIFESTYLE



8 LOGO DECAL
/ 12" X 2.5"

9 TOWEL

10 RICHARDSON FLEXFIT HATS
/ WHITE / BLACK



NEW!

11 NAVY UNRL BUCKET HAT



NEW!

A



B

12 LIFESTYLE HOODIE
A / GRAY BLUE
B / DARK BLUE



NEW!

13 UNRL 1/4 ZIP
/ NAVY
/ BLACK
/ CHARCOAL GRAY



NEW!

14 UNRL POLOS
/ NAVY
/ BLACK
/ CHARCOAL GRAY



15 NIKE POLOS
/ BLUE
/ BLACK



BACK

FRONT

16 LOGO HOODIES
/ BLUE
/ BLACK



BACK

FRONT

17 LONG SLEEVE UV SHIRT
/ LIGHT BLUE SEAFOAM
/ DARK BLUE



BACKLIT SIGNS MUST BE ORDERED DIRECTLY WITH SIGNMINDS, INC.
PLEASE EMAIL SHELLY@SIGNMINDS.COM WITH THE INFORMATION BELOW:

SIZE OPTIONS:

- / 96" X 28"
- / 84" X 24"
- / 60" 18"

SIZE OPTIONS:

- / LEFT
- / RIGHT

ALSO INCLUDE YOUR SHIPPING OR PICKUP DETAILS.
AN INVOICE WILL BE SENT FOR PAYMENT.

/ CUSTOM LANDING PAGES

Need a web presence? Custom landing pages with a unique WaveArmor.com URL are available to our dealers. Please reach out to your rep to get started.



/ WAVE ARMOR SOCIAL MEDIA FOR DEALERS

If your business doesn't have a social media presence, you may be missing out on significant benefits. Through social media, you can gain new customers and engage more insightfully with recurring ones. Social media can be a highly cost-effective and personalized way of reaching your customers while providing valuable insights into your brand.

MARKETING TIPS ON HOW TO BEST USE SOCIAL MEDIA FOR BUSINESSES:

- Craft a social media marketing strategy. The best way to ensure success on social media is to go in with a plan. This means devising a social media marketing strategy that includes each platform you plan to use.
- Post consistently. Your followers value a steady presence, so follow a consistent posting schedule. While being consistent, avoid posting too much, which can be off-putting for your followers.
- Post consistently. Your followers value a steady presence, so follow a consistent posting schedule. While being consistent, avoid posting too much, which can be off-putting for your followers.
- Respond to customer issues quickly. Monitoring social media channels and responding to concerns promptly can help you build strong relationships with customers.
- Advertise on social media. The major social platforms, including Facebook, Instagram and Twitter, have advertising platforms that help you reach your target audience and monitor your ad campaigns.

EXAMPLES OF VALUABLE WAVE ARMOR BRANDED SOCIAL POSTS:

The image displays three examples of Wave Armor social media posts. The first is a Facebook post from April 21, 2021, titled 'Wave Armor's modular design and fully integrated accessories make it easy to configure a dock layout tailored specifically to your needs.' It features a collage of images showing various dock configurations and includes the text: 'Whether it's relaxing in the fresh air, entertaining, or enjoying your favorite water activities such as boating, jet skiing or kayaking, we've got you covered!' with hashtags #wavearmor #boating #PwC #docks #pontoon #lakelife #saltlife. The second is a Facebook Reel from March 27, 2021, titled 'The Wave Armor pontoon port is a complete game changer!' It lists features: 'No power needed.', 'Fits pontoons and triitoons up to 25ft.', and 'Takes just seconds to launch and dock.' The third is a Facebook post from April 11, 2021, titled 'We love this recent install by Tidewater Boat Lifts, LLC!' It describes the Wave Armor Pontoon Port and includes hashtags #wavearmor #boating #pontoon #docks #lakelife #saltlife #watersports.

SOCIAL MEDIA TO-DO'S:

- Follow the Wave Armor account on these platforms:
 - Facebook: WaveArmorProducts
 - Instagram: wave.armor
 - TikTok: @wave.armor
- Make sure to tag and/or mention our account in your social posts, reels, stories.
 - We will reshare your content to our main account followers.
- Share content from the Wave Armor main account.
 - By liking, sharing, commenting on content from the Wave Armor main account, it helps spread brand awareness and increase engagement.
- Follow and use industry relevant hashtags. Here are a few to get you started:
 - #wavearmor #wavearmordocks #wavearmorports #PwC #docks #boating #FloatingDocks #pontoon #docks #saltlife #lakelife #outdoors #jetski