

inReach™ CANADA - Father's Day Rebate

inReach is the essential gear every dad needs. This Father's Day, your inReach SE or inReach Explorer purchase includes a \$75 rebate.

Positioning

Equipped for Adventure. inReach: the essential gear dad needs.

inReach is the perfect gift for the "adventure dad" that likes to play hard and stay safe. With two-way messaging anywhere on the planet, SOS alerting with continuous monitoring and 100% global coverage -- it's the ultimate gear for any backcountry enthusiast!

This Father's Day, **your gift includes a \$75 rebate**. The offer **applies to inReach SE/Explorer and any Standard rate plan!** Just slip the Father's Day rebate in with your gift.

Program Details

Eligible to customers in Canada who:

1. Purchase any inReach model between May 1 and June 30, 2015
2. Activate any Standard monthly plan before July 31, 2015
3. Return the completed mail-in rebate form or submit one online before August 31, 2015

inReach Canada will rebate eligible customers via invoice credit on account within 60-days of receiving an eligible rebate form.

Offer applicable to new activations and Canadian residents only. Void where prohibited by law. Standard inReach Canada Terms and Conditions apply, visit www.inreachcanada.com/terms-and-conditions.

What does your customer have to do?

Simply include the rebate form with their gift. Rebate forms will be available in stores or can be completed from the inReach Canada website.

To redeem the rebate, gift recipients must:

- 1) Activate their inReach on their preferred choice of Standard monthly service plan **by July 31, 2015**.
- 2) Complete the mail-in rebate form, attach the original UPC code from the product package, and mail it to inReach Canada **before August 31, 2015**

OR

Go to www.inreachcanada.com/fathersday, complete and submit an online rebate form **before August 31, 2015**

Within 60-days of receipt of an eligible rebate form, inReach Canada will process an invoice credit of \$75 on the inReach user's account.

Participation Guidelines for Retailers

Offer to be communicated in-store and visible to customers in order to achieve campaign objectives and incent on-the-spot purchase.

Participating locations must order their choice of English/French counter-top displays and rebate forms on the Partner Zone or by contacting their Channel Manager before March 16. The displays, rebate forms and associated shipping costs are free.

Participating locations should communicate details internally to sales team including:

- Offer positioning
- Redemption process
- Pricing details

Marketing Resources

The Father's Day Mail-in Rebate offer is being supported by a complete communications tool-kit.

Prior to the May 1 kick-off date, you'll find a complete marketing toolkit on the Partner Zone:

- Rebate form in PDF format (English and French are available)
- Web-ready copy
- Editable email template
- Images and logos for use in your print, email, social, or online campaigns

If you have questions about this program, or having trouble finding what you need, please email partner support.

The offer will be actively promoted on the inReach Canada website, Facebook page and Twitter accounts.

Schedule at a Glance:

- Deadline to order POP displays and rebate forms is March 16
- POP starts shipping to retailers on April 13
- Holiday offer landing page launches on May 1
- Display in store from May 1 – June 30, 2015 only