

Increase Traffic, Sales & Profits!

Event-In-A-Box makes One-Day Sale Events Easy and Profitable



What it is

One-day sale events can boost traffic, sales and profits by up to 33%. Your Event-In-A-Box from the NorCal Ace Retailer Group makes it easy with everything you need to promote and execute an exciting One-day sale event. It's all in Event-In-A-Box!

- Increase sales up to 33%
- Increase foot traffic up to 25%
- Complete turnkey solution
- Low implementation cost
- Simple and easy to use
- 5 programs available



Turnkey Solutions

Event-in-a-Box has absolutely everything your stores need to promote and execute flawless and profitable one-day sale events. Additional quantities of all materials are available upon request.

- How-to instructions for success
- Tips for maximizing sales during events
- All necessary computer instructions for discounts
- Radio & TV spots (Group leader kits)
- Posters (2/kit)
- End-cap signs (4/kit)
- Bag stuffers (500/kit)
- Bounce-back POP coupon (500/kit)
- Theme specific items such as Balloons or Scratch-off discount coupons (500)

How It Works!

1. Group leaders sign up for events for selected number of stores (*see one-time-use costs below*)
2. Group leaders plan, place and run provided TV and radio spots
3. Stores receive the Event-In-A-Box two weeks prior to event
4. Stores implement One-Day sale events
5. Purchase and run as many events as you like

# of Stores	Cost Per Kit / Store
1-7	\$399.00
8-11	\$349.00
12 or More	\$299.00

5 Event Themes

Sale Theme	Description
Green Savings	50% off earth-friendly home and garden items
Balloon Blast Discount	Pop a balloon for discounts up to 50% inside
A Cart Full of Savings	25% off everything in a single shopping cart
We Pay Your Sales Tax	Customers pay no sales tax all day
Seasonal Scratch-off	Scratch-off discount coupons at checkout
<i>Custom themes made to order with minimum quantity - Call for a quote!</i>	

Order Today!

Increase your profits by 33% with one-day sale events the easy way using Event-In-A-Box.

Call the NorCal Ace Retailer Group at (916) 944-5800 to order your Event-In-A-Box or e-mail norcalace@sbcglobal.net.

www.norcalace.com