

BEDDING MARKETING \$100 Special Offer

SUBJECT: Bedding Marketing – Beautyrest, Sealy, Serta, Stearns & Foster, Tempur-Pedic

Beautyrest.



STEARNS & FOSTER®



Marketing is so important and more so now. Customer traffic has slowed and customers have more freedom and options on where they are spending their money, you need to be top-of-mind. When they need a better sleep and a new mattress you want them coming to your store. Shopping and buying from you.

To help you get back into a marketing routine we are offering an incentive to Cantrex Nationwide members.

Sign up and execute any or all of the events in **Q4 2022** and you can sign up for the equal number of events in **Q1 2023** for only Digital or Social **\$100** each* Flyer events will be **\$300** each*

Month	Event	Sign-up to participate by
2022	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: TRUCKLOAD MATTRESS SALE Dates: October 6 – 31, 2022 Sign-up to participate by: August 15 th , 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	August 15 th , 2022
2022	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: SALE OF THE SEASON - Beautyrest Tempur-Pedic Dates: October 6 – 31, 2022 Sign-up to participate by: August 15 th , 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	August 15 th , 2022
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive BEAUTYREST: NEW YEAR NEW YOU Dates: January 5 – 31, 2023 Sign-up to participate by: October 26, 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	October 26, 2022
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: BLACK FRIDAY SALE Dates: November 1 – 30, 2022 Sign-up to participate by: August 15 th , 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	August 15 th , 2022
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: BLACK FRIDAY SALE Dates: November 1 – 30, 2022 Sign-up to participate by: September 23, 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	September 23, 2022
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: BOILING WEEK SAVINGS EVENT Dates: December 1 – 31, 2022 Sign-up to participate by: September 23, 2022 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	September 23, 2022
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: BOILING WEEK SAVINGS EVENT Dates: December 1 – 31, 2022 Sign-up to participate by: January 6, 2023 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	January 6, 2023
2023	BEDDING MARKETING Have you signed up yet? Cantrex Exclusive SEALY: IT'S ALL ABOUT SLEEP SALE Dates: March 1 – 31, 2023 Sign-up to participate by: January 6, 2023 Media Available: Social options - Facebook Carousel Ads, Digital PDF Flyer, Web Banners, In-store POP Kt (Window banners + Price Tag) Digital PDF Flyer for use on your website. Printed Flyers	January 6, 2023

(*each. Extra quantities, taxes, shipping, freight are extra)

SIGN-UP DURING PRIMETIME AT THE CANTREX BOOTH
See Michael Zita, Category Manager