



"Oktoberfest 2010"

Dear Authorized Smith & Wesson Dealer,

In the spirit of the season, Smith & Wesson is pleased to announce "*Oktoberfest 2010*".

An exciting and lucrative dealer and dealer sales associate incentive program designed for all participating Smith & Wesson and Walther Dealers!

Program Dates ----- **October 4th to November 30th, 2010**

During the promotional period Smith & Wesson will pay dealer's and dealer sales associates for each new Smith & Wesson M&P Pistol chambered in 9mm, .40 S&W and .45 ACP, New Self Defense (SD) Pistol, Walther PPS and PK380 sold!

Oktoberfest 2010 – "Dealer & Dealer Associate Details"

Dealer/Owner Incentive:

- Smith & Wesson will pay **\$25 for each new M&P pistol sold!**
- Smith & Wesson will pay **\$15 for each new Self Defense SD pistol sold!**
- Walther will pay **\$25 for each new PPS pistol sold!**
- Walther will pay **\$15 for each new PK380 pistol sold!**

Dealer must approve & submit ALL "Associate Redemption Forms" to collect incentive - see rules below

Dealer Sales Associate Incentive:

- Smith & Wesson will pay **\$15 for each new M&P pistol sold!**
- Smith & Wesson will pay **\$15 for each new SD pistol sold!**
- Walther will pay **\$15 for each new PPS pistol sold!**
- Walther will pay **\$15 for each new PK380 pistol sold!**

Sales Associate must track & report individual sales on provided redemption form – see rules below

Official "Oktoberfest" Redemption Rules:

Associates - please complete redemption forms completely & accurately!

- ✓ Form must contain the SKU# / Serial # / Date of Sale / Copy of 4473 for each sale
- ✓ Form must be approved & signed by Owner/Manager
- ✓ Form must include mailing address & social security # to qualify & process payment

Dealer's - please remit 1 redemption package per store location – all associate forms included!

- ✓ Forms must be submitted to Smith & Wesson by December 15th to qualify
- ✓ Mail to: "**S&W Oktoberfest 2010 Promotion**"

Payment – redemptions will be reviewed & authorized for payment

- ✓ Smith & Wesson will pay Dealer directly to primary business address provided
- ✓ Smith & Wesson will pay Sales Associates directly to personal address provided

Smith & Wesson reserves the right to discontinue or change this program at any time. This program is void where prohibited by law, subject to law, or otherwise restricted. This program cannot be combined with other programs. Redemption forms must be postmarked by December 15th 2010. Smith & Wesson is not responsible for late, lost, mutilated or misdirected mail. All invalid submissions (including unauthorized duplicates, incomplete and illegible submissions) will be automatically eliminated. This offer is valid only in the United States.



"Oktoberfest 2010"

Redemption Form

Dealer Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____

Store Email: _____

Store FFL Number: _____

Store Tax I.D. #: _____

Sales Associate Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____

Associate Email: _____

Associate SS#*: _____

***Sales Associate Social Security # (required by law - IRS)**

Please - Separate forms must be used for each sales associate!

Model Number	Serial Number	Date Sold	Attached 4473 (Lines 26-36 only)	\$25 or \$15
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Dealer Approval (sign): _____

Dealer Approval (print): _____

Date: _____

Associate Confirmation (sign): _____

Associate Confirmation (print): _____

Date: _____

Mail to: Smith & Wesson, Oktoberfest 2010 Promotion, 2100 Roosevelt Avenue, Springfield, MA 01102-2208

Must be post marked by December 15, 2010 to qualify!