

Beautyrest Big Six™

2013 Sales Promotion Program

FEB

PRESIDENTS
DAY

MAY

MEMORIAL
DAY

JUL

INDEPENDENCE
DAY

SEP

LABOR
DAY

NOV

BLACK
FRIDAY

DEC

END OF THE
YEAR

Beautyrest® is committed to helping your customers Live Life Fully Charged™ ... and to driving them into your stores.

The Beautyrest® Big Six™ program will help you convert those customers into sales.

The Beautyrest® Big Six™ program is designed to align with your busiest sales periods, from Presidents Day through Memorial Day and July 4th, to Labor Day through Black Friday and the end of the year.

To assure strong holiday traffic, each one of these promotions will be supported by the Beautyrest® national advertising campaign.

Close-the-sale incentives include great rebates and discounts through Beautyrest® Recharge® and Save promotions as well as great gift incentives during Beautyrest® Bonus Days!

The Big Six™ is easy to sign up for and success with the program at retail will be just as easy. And because the Big Six™ is laid out for the year in advance, it's simple to plan your whole year and integrate our promotions with your existing calendar.

There's more Big Six™ information coming. Your Beautyrest® Sales Representative will contact you soon to give you all the details.



recharge®
... AND ...

SAVE

Beautyrest
LIVING LIFE FULLY CHARGED™



ComforPedic
from Beautyrest

Beautyrest BigSIX™

2013 Sales Promotion Program

JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

APRIL						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

recharge AND SAVE
Presidents Day – 2/18
 Promotion Runs: 2/13-2/24
 Materials Deliver: by 2/1

MAY						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

recharge AND SAVE
Memorial Day – 5/27
 Promotion Runs: 5/22-6/2
 Materials Deliver: by 5/10

recharge AND SAVE
Independence Day – 7/4
 Promotion Runs: 6/26-7/7
 Materials Deliver: by 6/14

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

recharge AND SAVE
Labor Day – 9/2
 Promotion Runs: 8/28-9/8
 Materials Deliver: by 8/16

Beautyrest BONUS
Black Friday – 11/29
 Promotion Runs: 11/23-12/2
 Materials Deliver: by 11/8

Beautyrest BONUS
Year-End – 12/31
 Promotion Runs: 12/26/13-1/5/14
 Materials Deliver: 12/13

