



Showcase Express Dealer Program:

The Showcase Express Dealer Program has many advantages over traditional re-seller programs. This innovative new dealer program from Showcase Express has been designed to maximize profits for qualified dealers, by reducing capital expenditure for dealers in addition to providing a healthy profit margin.

Showcase Express dealers have the ability to generate sales and ship Showcase Express products customers without spending any money up front or personally handling the product.

A few key points of the Showcase Dealer program are as follows:

1. No minimum purchase.
2. No minimum monthly or quarterly sales quotas.
3. No "buy-in" required.
4. Dealer inventory of Showcase Express products is not required.
5. Showcase Express will provide shipping and receiving services (drop shipping services) free of charge (excluding direct shipping costs to customers).
6. E-commerce only stores are welcome, a brick and mortar storefront or warehouse is not required to qualify.
7. Healthy profit margins creating strong revenue potential.
8. Proven quality products with many repeat customers.
9. Simple four step qualification for dealers.

Showcase Express requires only the following conditions to become a licensed Showcase Express (SCE) Dealer:

1. A current website in a relative industry with e-commerce capabilities OR a brick and mortar type store selling relative products. (You only need ONE of these two store types to qualify).
2. A current business license in your State of residence.
3. A current Federal Tax ID number for your business (California businesses must also provide a State Tax ID number).
4. Dealers must have a current credit card. This credit card information will be used by the SCE dealer when authorizing Showcase Express to ship products to SCE Dealer customers.

Common Questions:

How does it work? What happens when I make a sale?

When a licensed SCE Dealer makes a sale to a customer, the SCE Dealer simply logs onto the dealer page at www.showcase-express.com and enters their personal SCE Dealer username and password. (This username and password will be created upon approval of SCE Dealer status. The SCE Dealer pages at www.showcase-express.com can only be accessed and viewed by licensed SCE dealers.)

The SCE Dealer simply fills out a purchase order request online, and submits the information. The Showcase Express products ordered by the SCE Dealer will be shipped directly to the SCE Dealer's customer by Showcase Express.

How does my customer track their shipment?

Most orders will ship the following business day. UPS tracking information will be forwarded to both the SCE Dealer and the SCE Dealer's customer (shipping recipient) via email on the shipping departure date.

How do I make my profit?

The customer purchasing a Showcase Express product from a SCE Dealer pays the recommended retail price for the product from the SCE Dealer. When the SCE Dealer issues a purchase order for the product online at www.showcase-express.com on the dealer page, the SCE Dealer purchases the Showcase Express product at a discounted price using a credit card on our secure online server. The difference in price between the SCE Dealer cost and the customer purchase price is the SCE Dealer profit.

How much profit do I make on a sale?

The SCE Dealer program has very favorable profit margins, in addition to very minimal overhead for SCE Dealers. SCE Dealer pricing is available for review upon receipt of a current business license and business Federal Tax ID number from the applicant. Documents can be faxed to Showcase Express at (714) 842-6534 or sent via email to DealerSupport@Showcase-Express.com. A one time USD\$25.00 SCE Dealer activation fee will be required only upon approval of SCE Dealer status.

Why do you require a one-time \$25.00 SCE Dealer activation fee?

This one time fee is to provide an added measure of security for our SCE Dealers. The one time fee will be used to validate the business credit card placed on our secure server at Showcase Express for SCE Dealer purchases. This credit card must be used when SCE Dealers purchase products from Showcase Express, and will be the only credit card accepted from that SCE Dealer. In the event that the SCE Dealer login and password info should be lost by the dealer, or become compromised in any fashion, Showcase Express will issue a new SCE Dealer login and password upon verification of the credit card information on file at Showcase Express.

Will Showcase Express help me sell the products?

Absolutely! Upon approval of SCE Dealer status, Showcase Express will provide marketing material, website text, product specifications, high-resolution photos for websites, and POP materials (for brick & mortar type stores). The team at Showcase Express will also provide customer service and technical support via email directly to your customers if required.

More questions?

Please do not reply to this automated email. SCE Dealer personnel can be contacted at DealerSupport@Showcase-express.com for further info, or call a Showcase Express Dealer representative at (714) 842-5564 ext. 22. Attention Carl.
Due to call volume, email is preferred if possible.

Ready to apply?

If you are ready to apply for SCE Dealer status, and to review SCE Dealer pricing and profit margins, please send a copy of your Business License and Federal Tax ID number to Showcase Express at:
Email: DealerSupport@Showcase-Express.com

or

Fax: (714) 842-6534

Thank you for your enquiry, and we hope to welcome you to the growing SCE Dealer network shortly!

Carl TenBrink
Showcase-Express