



Or up to \$400 off
a NuFlex™ from Beautyrest®
Adjustable Foundation

END YOUR SUMMER WITH YOUR BIGGEST SALES YET

When is the promotion?

August 28, 2013 – September 8, 2013

How does it work?

Customers will receive either (i) a free Triton® foundation box spring or (ii) up to \$400 off a NuFlex™ from Beautyrest® adjustable foundation when they buy a ComforPedic® from Beautyrest® or Beautyrest® Recharge® World Class® mattress.

Customers who choose the Triton® foundation will save up to \$345.* Participating dealers will pay only \$50 for a queen Triton® foundation and \$35 for all others.

Customers who choose the NuFlex™ from Beautyrest® foundation will receive \$400 off a king or split California king (consisting of two twin XL bases), \$300 off a queen base and \$200 off a twin XL base (see chart below).** The retailer must match half the discount to participate.

Example: Customer discount for a queen NuFlex™ from Beautyrest® base is \$300 off (Simmons® covers \$150 and Dealer covers \$150). Simmons® covers the \$150 by rolling back the price in our system for dealers to stock up for the event and then dealers take the total \$300 discount off the BEAP price.

This promotion is not to be stacked with any other offers and is not valid on previous orders placed prior to the promotion.

How is the promotion supported?

Both ComforPedic® and Beautyrest® will be running national online and TV advertising that will create a sense of urgency and drive customers to your store. When you advertise locally and in your store, remember that using any copy that would lead customers to think that there is a sale on ComforPedic® from Beautyrest® or Beautyrest® Recharge® World Class® is prohibited.

How do I participate in the promotion?

- Your Simmons account manager will be contacting you to sign up.
- Dealers must place Triton® and NuFlex™ from Beautyrest® orders between August 26, 2013 – September 11, 2013.
- All event point-of-sale materials must be displayed on all eligible products.
- Deadline to order circulars is July 15, 2013.
- Point-of-sale materials in stores by August 23, 2013.

Current Pricing			Event Pricing	
NuFlex™ Queen BEAP Retail	\$1699	➡	NuFlex™ Queen BEAP Retail	\$1399
NuFlex™ Twin XL BEAP Retail	\$1599	➡	NuFlex™ Twin XL BEAP Retail	\$1399
NuFlex™ Split Cal King Retail	\$1599	➡	NuFlex™ Split Cal King Retail	\$1399

**For NuFlex™ from Beautyrest® bases, a king or split California king consists of two twin XL bases placed together.



ComforPedic®
from Beautyrest

Beautyrest
LIVING LIFE FULLY CHARGED™



©2013 Simmons Bedding Company. All Rights Reserved. Offer good on purchases paid in full and made between 8/28/13 and 9/8/13. Official Rules: Free Triton® foundation box spring or NuFlex™ from Beautyrest® foundation discount is eligible for each eligible mattress purchased. Only purchases of twin XL, full, queen, king or California king sized Simmons® ComforPedic® from Beautyrest® or Simmons® Beautyrest® Recharge® World Class® mattresses (offer not valid with any other Simmons® or Beautyrest® mattress model purchases) are eligible for either (i) a free Triton® foundation box spring or (ii) a discount on a NuFlex™ foundation. NuFlex™ foundation discount is as follows based on the mattress size purchased: \$400 off a king base, \$300 off a queen base and \$200 off a split California king base or a twin XL base. *Approximate retail value of the free queen box spring is \$250 for ComforPedic® from Beautyrest® and Beautyrest® Recharge® World Class®. Offer valid in the U.S. (including Hawaii and Alaska) and Puerto Rico. Offer void where prohibited by law. Offer not subject to prior sales. Offer good on original mattress purchased only; not valid on exchanges or returns. This promotion is not to be stacked with any other offers and is not valid on previous orders placed prior to the promotion.

A broad selection of Point-of-Sale materials are now available to help you in-store. Please use AdSource for a complete and up-to-date listing of all POS items, real time inventory, stock status, pricing, etc.



Ceiling Dangler

Beautyrest® - SM13BR382HTG02
Beautyrest® & ComforPedic® - SM13CP382HTG02



Tent Card

Beautyrest® - SM13BR382TCS
Beautyrest® & ComforPedic® - SM13CP382TCS



Poster

Beautyrest® - SM13BR382POS
Beautyrest® & ComforPedic® - SM13CP382POS



Hang Tag

Beautyrest® - SM13BR382HTG01
Beautyrest® & ComforPedic® - SM13CP382HTG01



Window Cling

Beautyrest® - SM13BR382WCL
Beautyrest® & ComforPedic® - SM13CP382WCL



ROP



Drop-In



Banner

Beautyrest® - SM13BR382BAN01
Beautyrest® & ComforPedic® - SM13CP382BAN01

Available in the
AdSource Asset Library:

- :15 TV Tags
- :20 Radio Script
- Web Banners