



2024 PROMOTIONS CALENDAR

JANUARY/FEBRUARY | CHOOSE YOUR MOVE SALE

JANUARY 26TH – FEBRUARY 26TH

- Consumers receive 10% off MRP for all Comfort Air, Comfort Recliners, Re-Invented Recliners AND 10% off all SIM
- Participating Retailers receive 5% off wholesale pricing
- * Sale Participation AND Proof of Advertising Due: **Friday, January 12, 2024**

MARCH | COMFORT SLEEPER® SALE

MARCH 1ST – MARCH 26TH

- Consumers receive 10% off MRP for all Comfort Sleeper styles (incl. matching stationary pieces, Comfort Sleeper Silver, and Today Sleeper)
- Participating Retailers receive 5% off wholesale pricing
- * Sale Participation AND Proof of Advertising Due: **Friday, February 16, 2024**

JULY | MADE IN AMERICA SALE

JUNE 28TH – JULY 15TH

- Consumers receive 10% off for all stationery and accent product
- Participating Retailers receive 5% off wholesale pricing
- Sale Participation AND Proof of Advertising Due: **Friday, June 14, 2024**

SEPTEMBER | COMFORT SLEEPER® SALE

AUGUST 23RD – SEPTEMBER 23RD

- Consumers receive 10% off MRP for all Comfort Sleeper styles (incl. matching stationary pieces, Comfort Sleeper Silver, and Today Sleeper)
- Participating Retailers receive 5% off wholesale pricing
- Sale Participation AND Proof of Advertising Due: **Friday, August 9, 2024**

NOVEMBER | HOME FOR THE HOLIDAYS

NOVEMBER 1ST- December 3RD

- Consumers receive custom upgrade opportunities: cushions, covers, or mattress upgrades.
- Sales Associates Spiff
- Thanksgiving product to ship by November 8, 2024
- Christmas product to ship by December 3, 2024
- * Sale Participation AND Proof of Advertising Due: **October 21st, 2024**

RETAIL PARTNER REQUIREMENTS:

To receive the factory-authorized discount, retailers must do the following:

- SIGN-UP for sale participation by the deadline date
- Provide proof of ADVERTISING by the deadline date
- Ads must be approved in advance in order to qualify for the discount period.

American Leather will provide retailer assets for all promotions. Items will be available on our marketing website (<https://almresources.com/>) throughout the year. The marketing website is an online resource exclusively for retailers to download high-resolution images of the entire product line and retrieve creative support, including ad layouts and videos. Contact your Brand Ambassador for website password and log-in information.

American Leather has the right to change these promotions at any time and for any reason and will notify customers with at least 60 days' notice of any changes prior to the promotion start date.