





Qualification Criteria

PRIME SOURCE
PREMIER CLUB

★ DC26

PSBP Qualification

| | Minimum Spend | Growth Target |
|----------|---------------|---------------|
| Platinum | \$350,000 | 10% |
| Diamond | \$1,500,000 | 8% |
| Diamond+ | \$2,500,000 | 6% |

Qualification – Segment 2

| | Minimum Spend | Growth Target |
|-----------------|---------------|---------------|
| Platinum | \$750,000 | 10% |
| Diamond | \$1,500,000 | 8% |
| Diamond+ | \$2,500,000 | 6% |

Segment 2 reminders:

This segment represents customers who are primarily direct customers – more than 50% of their business is PSS or Direct.

Regional Allocations

- Each RVP is provided a confirmed number of trips that they can leverage as part of the customer success plan
 - Conversion
 - Removing Competitive Product
 - New Product Introduction
- These are NOT angel invites – must be earned
- Custom Qualification



Reporting

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PremierClub Report

| PremierClub ID | PremierClub Customer Name | Target Type | Segment | RVP | DSM | TM/PS | Qualified Fi.. | Current YTD Sales | Prev Full Year Sales | Target |
|----------------|----------------------------------|-------------|---------|--------------|---------------|---------------|----------------|-------------------|----------------------|------------|
| 00853 | MCCOY'S BUILDING SUPPLY CTR | Diamond+ | 1 | Sean Cassidy | Roger Smith | Brian Smith | No | 5,491,445 | 13,587,026 | 14,402,247 |
| 00512 | HAMMOND LUMBER CO. | Diamond+ | 1 | Dan Javitt | Open (SM) | David Davis | No | 2,906,422 | 6,818,745 | 7,227,870 |
| 00566 | HOU-STAR AG #878520 | Diamond | 1 | Andrew Pry.. | Doug Sloane | Joseph Wal.. | No | 710,210 | 1,833,060 | 1,979,705 |
| 00411 | CLOSED NATIONAL LUMBER CO. | Diamond+ | 1 | Dan Javitt | Open (SM) | Deshawn B.. | No | 1,532,507 | 3,669,914 | 3,890,108 |
| 00910 | Vinyl By Design Inc | Diamond | 1 | Null | Null | Eddie Woods | No | 1,111,338 | 2,218,302 | 2,387,961 |
| 00814 | MEEKS BLDG. CENTER #33 | Diamond | 1 | Andrew Pry.. | Todd Ley | Jim Gray | No | 637,578 | 1,571,508 | 1,697,229 |
| 005638 | CURTIS LUMBER CO., INC. | Diamond+ | 1 | Dan Javitt | Dave Mclau.. | Charles Bor.. | No | 1,611,168 | 4,636,799 | 4,915,007 |
| 01001 | GANAHL LUMBER C | Diamond+ | 1 | Marci Ginger | Open (MG) | Samuel Smi.. | No | 1,100,263 | 4,433,852 | 4,544,721 |
| 008127 | BACKYARD PRODUCTS | Diamond+ | 1 | Andrew Pry.. | Brooks Mill.. | Mr House | No | 1,356,824 | 3,555,643 | 3,768,981 |
| 00441 | SPEC BUILDING MATERIALS CORP | Diamond+ | 2 | Sean Cassidy | Colby Blanc.. | Alejandro F.. | No | 1,144,096 | 2,591,674 | 2,747,174 |
| 00613 | T H ROGERS LUMBER CO. | Diamond | 1 | Sean Cassidy | Brian Richter | Sara Radcli.. | No | 1,076,568 | 2,248,839 | 2,428,746 |
| 00009 | PACIFIC COAST SUPPLY, LLC | Diamond | 1 | Marci Ginger | Jeff Jenkins | Felipe Carv.. | No | 417,895 | 2,050,273 | 2,214,295 |
| 00688 | ACTION GYPSUM SUPPLY, L.P.-AD | Diamond+ | 1 | Sean Cassidy | Roger Smith | Alejandro R.. | No | 1,457,322 | 3,580,055 | 3,794,858 |
| 006880 | WARE-BUTLER, INC. | Diamond+ | 1 | Dan Javitt | Open (SM) | David Davis | No | 1,982,817 | 3,832,598 | 4,062,554 |
| 01059 | E C BARTON & CO. CM | Diamond | 1 | Andrew Pry.. | Todd Ley | Dustin Elle.. | No | 667,025 | 2,031,182 | 2,193,677 |
| 00418 | KCG INC. | Diamond | 1 | Marci Ginger | Jeff Jenkins | Felipe Carv.. | No | 630,330 | 1,850,362 | 1,998,391 |
| 01030 | TEXAS TOOL DIST. CM - | Diamond+ | 1 | Sean Cassidy | Brian Richter | Justin Webb | No | 1,827,609 | 5,616,814 | 5,953,822 |
| 004973 | CARROLL DISTRIBUTING - M2980000 | Diamond | 2 | Andrew Pry.. | Steve Libert | James Shaw | No | 605,630 | 2,071,631 | 2,237,361 |
| 004616 | WHEATBELT GRANGE CO-OP #298 F | Platinum | 2 | Marci Ginger | Matt Swan.. | Garrett Har.. | No | 491,655 | 1,169,001 | 1,285,901 |
| 002599 | SITEONE LANDSCAPE SUPPLY, LLC | Platinum | 1 | Marci Ginger | Open (MG) | Bryan Ladr.. | No | 300,555 | 627,195 | 689,914 |
| 011091 | LMC-LAVALLEY LUDLOW #149800 | Diamond+ | 1 | Dan Javitt | Open (SM) | Matthew Sc.. | No | 1,522,548 | 4,566,412 | 4,840,397 |
| 004767 | Stephen's P&S-Liberty Hill | Diamond+ | 1 | Null | Null | James Gars.. | No | 1,701,757 | 3,664,312 | 3,884,170 |
| 007679 | RIVERHEAD BUILDING SPLY. CORP. | Diamond+ | 1 | Dan Javitt | Dave Mclau.. | Stephen La.. | No | 1,243,894 | 3,388,591 | 3,591,906 |
| 006569 | CROSSROADS BUILDING SUPPLY | Platinum | 1 | Andrew Pry.. | Steve Libert | Bradley Tho.. | No | 394,543 | 1,085,261 | 1,193,787 |
| 006253 | R.K. MILES | Diamond | 1 | Dan Javitt | Dave Mclau.. | Matthew Sc.. | No | 659,616 | 1,773,239 | 1,915,098 |
| 008706 | Superior Fence & Rail of Norfolk | Platinum | 1 | Null | Null | Ernest Foltz | No | 367,339 | 915,658 | 1,007,224 |
| 007239 | ELITE ROOFING SUPPLY | Diamond | 2 | Marci Ginger | John Lane | Michael Law | No | 322,104 | 1,542,778 | 1,666,201 |

Search for PCID

RVP

DSM

TM/PS Contact

Qualified Filter

Segment

Communications

| Internal Email | Month | External Email |
|---|-----------|--|
| Qualification & Links | May | Qualification & Destination |
| TM/DSM/BDM Qualification PrimeMarketing Landing Page | June | Program of Events |
| Reminder that we are half way Selling Points on DC | July | ½ way there Welcome Reception |
| Points Program, auto-enroll, how to manage changes, check the structure | August | American History Museum |
| DC Hypes, Artist Announcement | September | Artist Announcement with video |
| Registration Timing and Process | October | Sponsors and Prizes |
| Reg Reminders/Changes | November | T'Giving Appreciation 2 month countdown |
| Reg Reminders/Buying Show | December | Buying Show Preview |
| Reg Reminders, PrimeShow App Instructions, Employee Briefing and Points Exp Reminder | January | Possible Artist Selfie Video |



The Trip



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Why DC?

- Contrast Metro/Beach
- Semiquincentennial – 250 years
- Patriotic/Historical engages customers
- Later timing in Q1
- Beginning of Cherry Blossom Season
- NE & Wolf Customers – regional travel or rail travel



Schedule of Events

| Thursday, March 19 Arrival Day | Friday, March 20 Buying Show | Saturday, March 21 Final Night | Sunday, March 22 Departure Day |
|--|--|---|---|
| Guest Arrivals Throughout the Day | 7:00 am – 9:00 am Breakfast with Executive Remarks | Breakfast at Leisure | Guest Departures Throughout the Day |
| Buying Show Set Up Registration Open | 9:00 am – 2 pm Buying Show | Off-Site Tours/Activities Golf Tournament | |
| 5:00 pm – 7:00 pm Buying Show Preview Party 7:00 pm – 10:00 pm Welcome Reception – Fleet Street Block Party | 7:00 pm – 10:00 pm Night at The Museum Smithsonian American History Museum | 7:00 pm – 7:30 pm Cocktail Reception 7:30 pm – 9:00 pm Final Night Dinner 9:00 pm – 9:30 pm Grand Prize Drawings 9:30 pm – 11 pm Concert | |

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