

# VDTA-SDTA Clean Home Promo Quick Start!

**Start** date is April 16, 2021 at 9am CST

**End** date is April 30, 2021 at midnight CST

1. **Choose the posters to print.** Get them to your local printer OR print from your store printer. There are several standard sizes, both horizontal and vertical to choose from!
2. **Set up your entry station(s). Preferred method:** Use a tablet and set to CleanHomePromo.com for your customer to enter their info right on the Clean Home landing page! OR print, cut and place entry forms in strategic places in your store for customers to enter. Entry forms must be completed, or they will be invalid.
3. **Prep your Facebook and Instagram posts** using the Social Media images provided. Aim to have at least 2 a week timed to post on your page. Let your customers and audience know your store is part of the Clean Home Shopping Spree promo! You can send them to the CleanHomePromo.com landing page for easy entry too. Use the #cleanhomepromo, #cleanhome, #independentretailer, #floorcare, and #SpringCleaning hashtags in all your posts.
4. **Collect the entries.** Help your customers enter online via the CleanHomePromo.com landing page. Collect any paper entry forms for entry into the landing page.  
*Note: All online customer entries will be sent to the designated registered dealer in a spreadsheet after the promo ends. Consumer's opt-in, giving you permission to send them email updates.*
5. **Retain paper entries** you have collected to load into the CleanHomePromo.com entry page. This is the fast and easy way to get your customer entries into this promo!! Enter each of these as you receive so they do not pile up. You must enter all customer entries online! If this proves to be an issue, we can furnish you with a spreadsheet to enter and email to [team@vdt.com](mailto:team@vdt.com).

Once the Shopping Spree closes for entry, all entry emails are loaded into the online “prize picker” so that the 6 winners are chosen fairly. Do NOT mail any entries to our office.

Mailed entries will not be valid. **All entries MUST be input online at CleanHomePromo.com**

## Retailer Guidelines

- All Clean Home promo dealers **MUST** be current retailer members of VDTA-SDTA
- One winner per registered store only.
- Entries are only accepted during the promotion—note the start and end dates.
- Retailer agrees to honor the Clean Home Shopping Spree gift certificate. And assist winner in choosing products to redeem with their gift certificate.
- Retailer agrees to redeem gift certificate until all winning funds are redeemed. There is no expiration date on the gift certificate!
- Retailer will act in a courteous and helpful manner. Remember this could be a **NEW** customer, or one of your regular customers. We want everyone to be a **REPEAT** customer for **YOU!**
- No purchase necessary, void where prohibited. Must be 18 or older to enter. While we wish we could run this contest everywhere, for legal reasons it is only eligible to residents of US and Canada, not including Rhode Island.

## Customer Guidelines

- One entry per person
- All entries must be received by close of Clean Home promo on April 30, 2021 midnight CST.
- Entry form must be filled out completely. Incomplete entries will be invalid.
- Entry must designate their Clean Home registered retailer.
- Winner must spend their Shopping Spree with the Clean Home registered dealer that is listed on their entry form.
- Winner is responsible for retaining their gift certificate. Lost gift certificates will not be replaced.
- By entering the Clean Home Shopping Spree promotion, you are agreeing to receive email updates from your designated Clean Home retailer.
- No purchase necessary, void where prohibited. Must be 18 or older to enter. While we wish we could run this contest everywhere, for legal reasons it is only eligible to residents of US and Canada, not including Rhode Island.

## **FAQ's**

### **How does the dealer get paid for the gift certificate?**

Both you and the winner will be emailed a gift certificate worth \$500 or \$100, specifying the dealer's name and address where it must be used. When the winner visits the store and uses their gift certificate, the dealer gives them the products they wish to purchase and notifies VDTA via email. Lastly, the dealer will need to scan and email a copy of the receipt to [team@vdt.com](mailto:team@vdt.com) with subject line "Clean Home Promo Winner". VDTA will promptly send a check (or online payment) to the dealer for reimbursement of the winner's gift certificate. Please do NOT make your customer wait until you get paid for the certificate!

### **Can the dealer use their own gift cards (instead of the certificate)?**

If the dealer has their own gift cards, VDTA will send the dealer payment for \$500 or \$100, so the dealer can issue the winner their company gift card. This is the best arrangement for your customer to shop in your store.

### **Does the winner have to use all their gift certificate funds at once?**

The winner will not be required to use the entire certificate amount at one time. If their certificate is not spent in one visit, the dealer will need to indicate on the back of the certificate how much is left. The dealer will not be sent reimbursement until the customer makes the first purchase with the gift certificate. If the winner forfeits or decides not to use the gift certificate at all, the dealer will not be paid.

### **Can the winner receive cash back?**

No. The winner must buy merchandise from your store.

### **What if the certificate is lost?**

No copies will be allowed and NO replacement for lost certificates

This Clean Home Shopping Spree 2021 promotion is presented by the Vacuum and Sewing Dealers Trade Association. Questions? Send an email to [team@vdt.com](mailto:team@vdt.com) or call 888-MY-VSDTA.