

Ashley Update



It's go time! The fourth quarter is about to kick off; tax time is not far off. Dining season is here. Black Friday plans need to be finalized. End of year clearance sales do great. And then, of course, we have to plan for tax time 2017.

We have great plans for our Ashley customers, and we want you to come to the Midwest Show on Wednesday, September 21 and Thursday, September 22nd. We have brought in the best product, the best advertising, the best internet companies, the best digital advertising people who know how to do the things that you want to do.

Come by and you'll be glad that you did. This newsletter outlines everything we have to offer. From getting 5% on your floor placements, to getting your advertising discounts set for the next 6 months. We look forward to seeing you there.

Geoff, Jason and Brent

Special Edition!

All About the 2016 Midwest Furniture Show



Who: You! Be at the show we put on for you!

What: The 10th Annual Midwest Furniture Show.

Where: Bobak's Conference Center at Seven Bridges , 6440 Double Eagle Dr, Woodridge, IL 60517. (See Map Below)

When: Wed. Sept 21, 8am - 8 pm, Thurs. Sept 22, 8 am- 5 pm.

Why: We bring the best of High point and Las Vegas market to you, with buy downs, specials, and the best support companies on the planet. Take a few hours and get better.



Stationary @ Market

All About the 2016 Midwest Furniture Show

The Stationary Division is excited to bring some great values to you this market. First, we will show our newest promotional items and package goods for the busy season. From Midcentury- Modern to new contemporary goods, we will have package goods in color wheel available.

Our leather program had grown and you may have missed the huge success in the category. We will display our four-color, \$799 retail sofa collection, and show you an entire step program up to \$1,299. Top Grain Leather is more popular than ever. Get in the game.



Aside from Leather, the big story of 2015-2016 is the success of better end goods at the Homestores. Ashley has developed Benchcraft versions of the Ashley best sellers. Come in, and compete!

Finally, Melissa will place the best in accessories and display ideas. We want your stores to look great and invite purchasing. Learn more at the Show!



5% OFF

Ashley Update

Motion @ Market

Comfort Galleries, New goods

When do people buy motion furniture? Football season, and binge watch season, are here. It's motion furniture season.

At the Midwest Furniture Show we are devoting 500 square feet for a comfort gallery to show you a great way to display. Motion furniture isn't just reclining furniture; it's more and more driven by technology. Power is more important than ever, but so is function: USB plug-ins, better sound fidelity and all sorts of connectivity. Learn more at our Comfort Gallery.



The other big news in the motion division is the highly exciting Outdoor collection introduced at Las Vegas. The reaction to the program has been outstanding. We will show you the product, provide display solutions for you. Get in the game!

Outdoor™

— BY ASHLEY —

FLOOR SAMPLES

Ashley Executives will be on hand to address your concerns, hear new ideas for improving business with Ashley, make deals and facilitate in solving your furniture problems.

Case Goods @ Market

Sierra Sleep, New Goods Featured

With Dining season here, we are bringing our new and best selling groups with merchandising ideas for promoting in October and the 4th quarter. We have the best array from causal dining to a fresh approach to high end dining groups. Just wait til you see the Narvilla collection!

In Bedrooms, we are concentrating on new introductions in both domestic and import. Each bedroom is matched with one of our new Sierra Sleep introductions. Speaking of Sierra Sleep, we will have a dedicated Sierra Sleep gallery at the show with our latest introductions. If you haven't seen our line-up lately, you're missing the fastest growing mattress line in the world.



And don't forget: Ashley's iKidz program focuses on one of the fastest growing segments of the furniture business: youth bedroom.



There has been a rise in popularity for solid wood case goods so Ashley has introduced our New solid wood category. Solid wood construction offers its own brand of unique, and natural beauty. Finally, did you know that bar stools are the #1 purchased furniture item on-line? We'll

have our best at the show so you can see what sells on-line.



Marketing @ Market

Our Partners Bring the Best



Internet specialists will be on hand to demonstrate how to use your web site to link to your marketing message. Full marketing services available. Worth your time.



Hometown favorite Fisher printing offers some great programs such as a new home buyer program. They also own the press, so you can save time and save money. See Chris and Tom!



How do you combine social media, Facebook ads, Google ad words and all the other ways you can reach customers today? Netsertive will explain how to get new customers.



Renaissance is our most popular vendor for web sites and keeping the feed current. They offer a range of products, and innovate with the best.



Leather repair and sales kits are more important than ever with leather making a come back. Learn about repair options, how to sell to leather customers and how important leather can be.



Color Ad offers innovative designs and marketing campaigns in the print and digital realm. Stop in and see Rose and her team to learn how ColorAd can help you promote your business.

EARN ADVERTISING DOLLARS OR UP TO 3 YEARS WONDERSIGN SUBSCRIPTION ORDERS PLACED AT THE SHOW. SEE A LIVE DEMO OF THE NEWEST INNOVATION IN CATALOGS: WONDERSIGN!

