

A NECO COMPANY
INTERCOUNTY
— APPLIANCE CORPORATION —
FOR THE DEALERS, BY THE DEALERS

IAC Weekly News

Reach out to us with any questions or concerns you may have. We are here to help you!

Visit our website



2023 NECO Expo
The hotel cutoff is August 21st!
[Register Now!](#)

The fall **NECO Show** will take place on September 10th - 12th at the Mohegan Sun Casino & Resort in Connecticut.
Registration is now open!

[Click here](#) to register directly or check out the [NECO flyer](#) on the IAC website.

Advertising



Our **Big Summer Sales Event** campaign begins Friday and runs through Wednesday, August 23rd. The creative is listed on the IAC website as [Big Summer Sales Event creative](#) and the email is in your Constant Contact account.

The **August Grill Month** campaign begins next Tuesday, August 1st and continues throughout the month. The creative is listed on the IAC website as [August Grill Month creative](#) and the email is in your Constant Contact account.

Contact [Barbara](#) for email help or [Marketing](#) with any marketing questions. Please click [here](#) to fill out a brief marketing survey to help us better serve you!

Merchandising

Please take a moment for this quick 2-question survey about the potential Whirlpool training location that will work best for you and your store: [Whirlpool Training Survey](#)

Thor Package Promotion - Update

THOR has updated their "In-Store" promotion for displaying- dealers only to allow consumers to earn 10% off a qualifying THOR 4-piece kitchen suite. It runs through the end of the year. They've also added the "Seize the Summer" promotion which offers consumers 10% off an additional piece with a qualifying THOR kitchen package purchase. This Summer promotion runs through August 6th. Both can be found on the IAC website as the [THOR Package Promotions](#).

XO Promo Update

Eastern Marketing has released a XO outdoor promotion in which consumer's receive special deals on accessories with the purchase of an eligible XO grill. The rebate form is available on the website and on your inventory programs.

Citibank - July/August Special Financing Promos

The BrandSource-[Citibank July/August Special Financing Promotions](#) are now available through August 2023. They are posted for review on the IAC website.

Dealer To Dealer Sales

Send in your products to sell Dealer to Dealer. Just email the product, price, contact person, email address and phone number to Barbara Jordan at bjordan@intercountyappliance.com

RULES OF DEALER TO DEALER SALES:

Dealers are responsible for ensuring shipping and delivery of goods.

Intercounty is not responsible for any damaged goods between dealer to dealer sales.

Intercounty will not be involved in the payment or any financial transactions for dealer to dealer sales.

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