

## Tumi Special Markets Fitting Program Brochure:

### About Tumi:

Tumi is the international brand of choice for the upscale traveling professional. You can find Tumi in better specialty stores, department stores and over 240 Tumi “flagship” stores around the globe. Tumi offers luggage, business cases, women’s fashion bags, small leather goods and other travel accessories. Tumi’s success can be traced to its continual focus on its founding principles of design excellence, functional superiority, technical innovation, best-in-class quality and outstanding service. Whether you are recognizing a top performer, choosing a special gift for a special recipient or simply want to give the very best, nothing says excellence like Tumi.

### How it works:

Let us bring the Tumi retail store experience to your next event. We provide a trained Tumi consultant with a full set of Tumi signage. Your recipients have their choice of several Tumi products. Recipients touch and feel the product, they open and close it. They feel the tactile quality of our materials and experience the characteristics that have driven Tumi to the pinnacle of travel accessories. We can set up in a ballroom, poolside, on a golf course, ski slope, anywhere. After discussing how they use the bag face-to-face with the Tumi consultant, they are “fitted” with the correct bag. A luxury shopping experience! Once they’ve made their choice, we write up the order with their preferred shipping address and their initials. They need handle nothing on site and we’ll never run out of product. Approximately ten days after the event, the exact bag that they were “fitted” for shows up at the address that they specified, monogrammed with their initials! Your recipients will love the custom tailored experience and have wonderful memories of your event every time they use their Tumi product.



### First Class Cabin: Tumi Travel Bags

Preferred Assortment; please note that model numbers will change subject to on shelf inventory availability and prices may change at any time. We reserve the right to make same model type / same price range substitutions with advance notice.

Model Number		MSRP
22922	Alpha 2 Frequent Traveler Expandable 2 Wheeled Carry-On	\$645
22037	Alpha 2 Wheeled Carry-On Garment Bag	\$645
28101	Tegra-Lite Continental Carry-On (various colors available)	\$595
22060	Alpha 2 Expandable 4 Wheeled Carry-On	\$595
28001	Vapor Continental Carry-On (various colors available)	\$545
28025	Vapor Medium Trip Packing Case (various colors available)	\$675
22050	Alpha 2 Wheeled Compact Duffel	\$595

### **Business Class Cabin: Tumi Daybags and Business Cases**

Preferred Assortment; please note that model numbers will change subject to on shelf inventory availability and prices may change at any time. We reserve the right to make same model type / same price range substitutions with advance notice.

<b>Model Number</b>		<b>MSRP</b>
26141	Alpha Expandable Organizer Laptop Brief	\$395
22634	Bravo Pinkney Flap Brief	\$395
22380	Bravo Lejeune Backpack Tote	\$395
68686	Virtue Victory Slim Laptop Brief	\$325
93201	Astor Envelope Leather Brief	\$345
26132	Alpha Organizer Brief	\$375
68516	Beacon Hill Branch Slim Leather Laptop Brief (colors available)	\$425

### **Coach Class Cabin: Tumi Personal Leather Goods**

Preferred Assortment; please note that model numbers will change subject to on shelf inventory availability and prices may change at any time. We reserve the right to make same model type / same price range substitutions with advance notice.

<b>Model Number</b>		<b>MSRP</b>
18678	Delta Multiple Zip-Around Passport Wallet	\$125
18647	Delta Gusseted Single Billfold	\$125
12034	Quantum Double Billfold	\$125
19243	Alpha Breast Pocket Wallet	\$115
18733	Rivington Global Double Billfold	\$110
19247	Alpha Gusseted Single Billfold	\$105
13120	Ticon Women's Coin Case	\$125
41104	Chelsea Women's Tri-Fold Wallet	\$145
13233	Ticon Global Double Billfold	\$135
18732	Rivington Global Center Flip ID	\$130
18671	Delta Passport Case	\$115

#### The Particulars:

- There is a \$1,000 nonrefundable Fitting Fee per Tumi person. One Tumi person required for every 100 recipients.
- There is a mandatory hotel room required for one night in the same facility (same building) that the fitting event is in.
- The Tumi consultant is available for a maximum of 10 hours per day with appropriate breaks.
- All product is FOB, our warehouse in Vidalia, Georgia.
- You will be required to have a PO on file for the number of recipients
- Costs will be averaged out per recipient. Some bags will cost more some and some will cost less, but we will bill you the same pre-negotiated cost per recipient. Dollar cost averaging allows you to manage your costs per recipient.
- Typical Tumi ID consists of one black Tumi table drape and two Tumi banner stands.
- Tumi conducts fitting events in North America and the Caribbean only. Recipient shipments can be made outside of the United States, but customer is responsible for all freight and all international duties and taxes.
- There is a mandatory 60 day lead time from order to event date.
- We will require a hardcopy roster of recipients in advance to be checked off as they are fitted.

Tips to make your event a success:

- Set up your fitting event in a comfortable room with ample space. As in a Tumi retail store, your recipients will want to spend time thoroughly looking at the product and having it “sold” to them.
- Lighting and background noise make a difference. Low noise levels will allow your recipients to hear what the Tumi consultant is saying and ample lighting will allow them to properly “shop” and see what they are choosing. If an outdoor venue is chosen, shade for all participants is key.
- Not all Tumi products take a monogram. Let your recipients choose no monogram if they wish.
- Less is more: we suggest no more than six products per level. Too many products make it harder for the recipient to make up his / her mind. Tell us about your group in advance and allow us to hand pick the exact assortment ahead of time.
- Assigning one of your on site staff to the fitting area will allow for breaks and to take care of whatever might come up.
- If your recipient group had a high female percentage, color matters! Let us add some color to the mix.
- It is *essential* to stagger the arrivals so that each recipient can spend time with the Tumi consultant “trying on” product to be sure to make their best choice.
- Have a specific product need for your organization? No problem! The above assortments are a great starting point, but can be modified to suit your groups’ needs.
- Consider purchasing a business card holder or other gift for every recipient to be given to them on site after they make their choice. In this manner, the recipient has the best of both worlds, a “custom fit” bag and the instant gratification of getting a piece of Tumi at the event that they will use every day.
- Allow an option for people who were not able to make it to the event. We can handle this for you via phone and e-mail directly with the recipient. All we need is a list from you.