



Carpet and Rug Collections



Disney Carpet and Rug Collection Web Brochure

Summary of Program

The Disney Carpet and Rug Collection Dealer Web Brochure is designed to support your online marketing efforts – ensuring you are maximizing the marketing benefits of both the Disney brand and your new Tuftex carpet styles.

Tuftex and Disney have partnered with the support of Bridgeway Interactive to provide you dynamic, engaging content for your website. Your online consumers will be entertained with the world renowned Disney marketing in combination with the incredible carpet styles offered by Tuftex.

Your online consumer will see Disney messages, room scenes featuring Disney characters, and a product catalog that allows them to see every Tuftex style and color available in the Disney Carpet and Rug Collection!

The goal of this web brochure is to draw consumers into your store, ready to purchase a Disney Carpet and Rug Collection product for their home.

Cost (The fees are minimal thanks to the support of Tuftex)

Description	Amount	Due Date
Initial Fee	\$100	At Registration
License/ Maintenance Fee – year 1	\$100	At Registration
License/ Maintenance Fee – years 2, 3 & 4	\$100 per year	*

* Lock in this low price for all four years by paying at time of Registration

How do I sign up?

Everything you need is right here on this web page!

- Choose a link graphic design from the menu on www.tuftexdisney.com; this will be the graphic that your web provider places on the home page of your website and it will serve as the “launch point” for the Disney Carpet and Rug Collection Web Brochure
- Go to the adjacent “Registration Form” to submit your request
 - o Provide your information as requested
 - o Pay for the initial fee and first year license / maintenance fees (a total of only \$200) using the Ecommerce tool provided in the registration form

Or

- o Lock in the low annual fee and pay for the set up and all four year’s license / maintenance fees

How do I Start Marketing the Program on my website?

Shortly after submitting your request and payment, you will be sent an email with the following:

- The graphics for your visual Disney tab to be placed on your website
- The link for the web brochure
- Instructions on how your company website provider will link to the web brochure or embed the web brochure in your company website

How will I let my online customers know when the products are ready to ship?

- Tuftex is taking orders and shipping carpet now! Your display will arrive in the near future, but you can begin generating sales immediately.

Who developed and is hosting the web brochure for Tuftex and Disney?

Bridgeway Interactive TM is the independent technology marketing company that developed this web brochure and is hosting the content. Everything you need to implement this web brochure is included on www.tuftexdisney.com, but if there are questions for Bridgeway Interactive TM, they can be addressed to:

Email: tuftexdisney@bridgewayinteractive.com

Phone: 415-275-9036