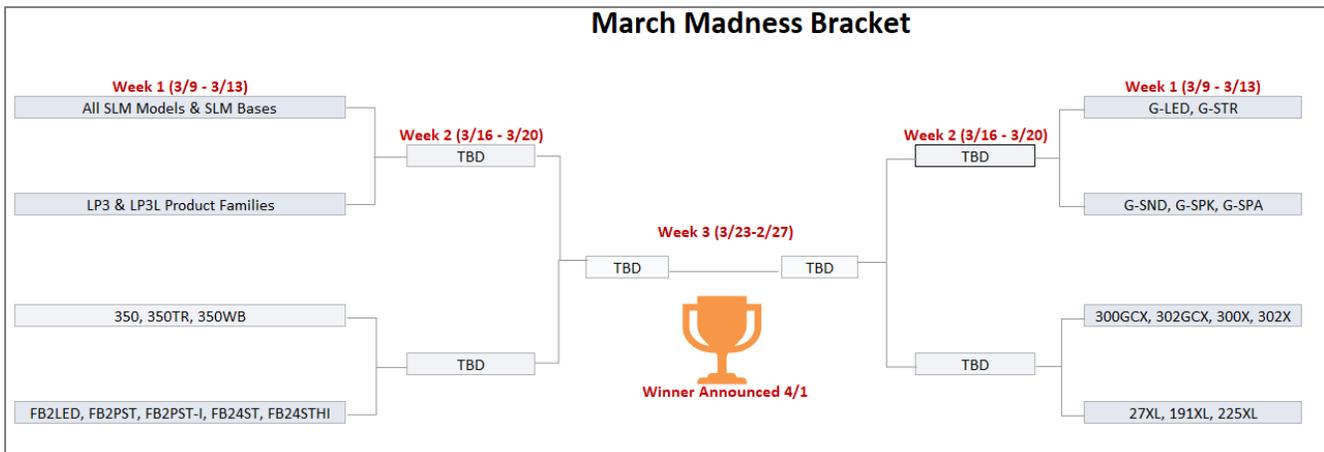


Introducing Federal Signal’s March Madness Promotion

Some of our most popular products have been drafted to an All-Star line-up and are ready to compete!

Want to participate? It’s simple! The March Madness bracket lists the products that will be promoted during this month. Each week, we have product teams competing and then advancing to the next bracket. During that week, we will be tracking who sells the most units in each category.



Here’s how it works:

Promote and place orders for the products listed in the bracket per week, we will do the rest! Orders per region will be weekly tracked. The products that have the most units ordered will be advanced to the next bracket. The top 3 distributor branches by region, that have sold the most units in each bracket will be listed weekly on [Facebook](#) and [Instagram](#). Regions are as follows:

West Coast – Sal Landeros

East Coast – Bob McGivern

Midwest – Doug Hudik

Southeast – Rick Neurohr

Gulf – Nathan Michalk

Canada – Barry Hamilton

Points will be awarded to the top 3 and will be tracked until the end of the promotion. They will be awarded as follows:

1st place = 75 points for the most units sold

2nd place = 50 points for the 2nd most units sold

3rd place = 25 points for the 3rd most units sold

The branch with the highest points at the end of the promotion will win \$250 towards a luncheon. The Rep assigned to that branch will also receive \$250 for a luncheon. Every Tuesday of the following week, the leading branches in each territory will be announced on our [Facebook](#) and [Instagram](#) page. Final winners will be announced on **Wednesday, April 1, 2020**. Gift cards will be sent out on April 1 to the winning offices. We ask that the gift cards be hand delivered to the branch, you take a picture and either send it to us to post it on our Facebook or Instagram page.

Facebook: <https://www.facebook.com/FSSignaling>

Instagram: https://www.instagram.com/fedsig_signaling/

Marketing

- Each rep office will receive a supply of basketball giveaway items.
- Flyers with the promotion will be included in your shipment
- Emails will be sent to our Beyond the Signal customer list promoting our highlighted products in the brackets.

Rules and Regulations

Must be new orders placed between March 9-27, 2020. These orders must take immediate delivery. All orders must be received by 4:30pm CST on March 27, 2020 to qualify. Eligible orders include products promoted within the promotional week and products that continue to the next bracket. For instance, if the LP3 and LP3L product families win the week of 3/9 – 3/13, they will advance and continue to week 2. Units for the winning product group will reset at the start of each week and the losing product group will no longer be tracked. Orders will be measured on quantity of units and not dollars. The higher quantity of units per competing category defines the winner. Winners must be an authorized, participating or partner in good standings with Federal Signal. A \$250 Visa® gift card will be sent to the Rep Agency; they will be responsible for delivering the prize to the distributor branch. A second will gift card will be sent to the Rep Agency as their winning prize. One prize per region will be awarded.

Questions regarding this promotion can be directed to Gabriella Churchill at gchurchill@fedsig.com or 708-534-7644.

Good luck and let's have some fun!