

# Woodslane Partner Program

Growth through Support



Distributed by Woodslane in  
Australia and New Zealand

[www.woodslane.com.au](http://www.woodslane.com.au)

Customer Service:  
1800 803 443

# **Woodslane Technology Partner Program**

This program is designed exclusively for stores that have a significant commitment to technology books and possess an online capability. Woodslane will support their partners by promoting your store and website whenever we promote books to technology professionals and by inviting you to participate in shows, exhibitions, promotions and loyalty programs.

Our intention is to make technology professionals aware of where they can buy books locally from either a store or online.

We will build our business by partnering with you to build yours.

**Sign up by December 1 to join the Communique program** and remain on the Woodslane web-site. Only Woodslane Technology Partners will be included. These programs commence January 1, 2003.

## **The benefits of this partnership**

We will commit funds and resources to drive business into your store through:

### **National Promotions**

- Exclusive tagged advertising in national media to support major promotions such as .NET Resource Centres and Club O'Reilly
- Non-conventional promotions will direct customers to your store. For example free Footprint postcards in backpacker hostels.

### **Targeted Marketing**

- We will prepare direct mail pieces for specific interest groups and work with you to drive those customers into your store. (See Creative Computing/Programming promotion samples attached)
- We will seek co-promotional opportunities with interested companies and institutions which direct consumers into your store

### **Promotional Materials**

- We will provide customised promotions to you for customer mailing, in-store displays and customer loyalty rewards.

### **Customer service and Website referrals**

- Woodslane customer service will refer customers to the appropriate partner in their region
- Our web site will only recommend customers to partner store sites (see shopping cart examples attached)

### **Customer loyalty programs**

- Partners will be included in exclusive customer loyalty programs such as the forthcoming Communiqué magazine program (details below).



## **Advanced stock information and rapid order supply**

- Priority dispatch of new release titles, current orders and backorders (Partners are identified in our inventory fulfilment system for rapid order processing)
- Full lists of bestsellers, indent, out of print and cancelled titles
- Full information service from Woodslane
- Real time price and availability

## **Additional benefits**

### *Priority customer service*

- An exclusive hotline telephone number so that you can bypass any call congestion and get assistance immediately
- Exclusive access to an email answer service, [partner\\_info@woodslane.com.au](mailto:partner_info@woodslane.com.au) to help resolve any tricky technical questions you may have

### *Online information*

- Optional web site information supply including: free images, blurbs and bibliographic information - automatically inserted into your web site
- News updates via two, bi-monthly news blasts
- A point of sale material catalogue and request form for custom promotions

### *Overstocks & Remainders*

- Information on overstocked titles, remainders or special stock offers will be offered first and exclusively to partners

## **We ask for your help supporting these activities by:**

- Maintaining a full list of key titles to ensure your customers always have access to the best titles in the market.
- Participating in all exclusive partner promotions and one store-specific promotion a year so that our tagged advertising and promotions can lead customers to you.
- Maintain an online sales portal to maximise your sales opportunities and keep your customer informed of your range



## Promotional timeline

<b>Base Collateral</b>	October	November	December	January	February	March	April	May	June
Rep Kit	Partner Intro - Faster Smarter Apress MOS Certific..	web update Jan Feb titles Back to School	<b>No kit</b>	Mar titles	Partner, web launch beginner programming, fun apps			Web design, graphics	-
Essentials		Personal security, Mac		Biographies, applications					
Word	Digital TV, Certification, Paraglyph		Security			Developers and programming languages	web-design, web-services		ecommerce
<b>Technology</b>									
<b>New Titles</b>	DV missing manuals	Syngress Certification	Faster Smarter						
<b>Qrtly Promotions Advertising</b>	Creative Digital	Creative			Developers and programming Developers		.NET	Certification - Security Certification	
<b>Customer Direct</b>	Programming languages	Security: SAGE, ACS	DTP, animation, McGills catalogue	Linux, Web development	Programming principles, ref	Systems Administration	Database, Creative digital	Mac h/w & s/w	ecommerce
<b>MSP O'Reilly</b>	MOS certification	O'Reilly Club	Faster Smarter	Back to School	Certification Birthday		O'Reilly Club	.NET refresh	



## ***Consumer Loyalty programs***

Woodslane currently runs two customer loyalty programs, **Club O'Reilly** and **Microsoft .NET Resource Centres**. The **Microsoft Communiqué** program gives you another opportunity to maximise your profile and increase sales.

You may already participate in one or both of these customer loyalty initiatives - as a Woodslane partner we want to ensure that you enjoy the benefits of membership in these programs and will sign you up if you currently do not participate.

### **Microsoft Communiqué offer**

- New for 2003
- Have your store promoted to 30000 readers
- Sell more entry-level Microsoft Press books
- Increase in-store traffic

One of the immediate benefits of the Woodslane Technology Partner program is profile in the Microsoft *Communiqué* magazine. The magazine is sent on a monthly basis to around 30,000 members of *Communiqué*, Microsoft's customer loyalty program for end-users of its software.

*Communiqué* magazine will feature four Microsoft Press books each month, and members will be offered 10% off the RRP of any Microsoft Press titles at participating stores. We expect this to generate a significant amount of extra traffic for you.

The participating stores will be featured in the monthly editions of *Communiqué*. Also, customers will be referred to a web site listing the participating stores.

Participating stores will be obliged to offer customers 10% discount off the in-store price and to maintain stock of 100 best-selling Microsoft Press titles. Customers will be required to display their *Communiqué* membership card and the offer from the magazine.

Since Woodslane Technology Partners already meet the stocking requirement, we have negotiated an exclusive arrangement with Microsoft whereby all Woodslane Technology Partners will be promoted in *Communiqué* magazine.

As Microsoft is planning a significant number of promotions aimed at this target market, we expect that this relationship will be the first step in a series of mutually beneficial promotions.

We look forward to working with Microsoft to helping you do more business with their entry-level titles.



## Direct Marketing - Creative Computing and Programming

Woodslane is currently in contact with several specialist technology training institutions and user groups. In the first round of direct marketing activity we are approaching the following organisations to promote relevant products and encourage them to purchase from your store (see samples attached).

### **Creative Computing**

- **The Australian Film, Television and Radio School**
- **Computer Graphics Computer College**
- **Silicon Graphics Centre**

### **Programming**

- **Perl Mongers - The Australian Perl Users Group**
- **AUUG - The Australian Unix Users Group**
- **The Australian Linux Users Group**

We are tailoring promotions for each group to include distributing comprehensive information on related products to their members, direction to their closest **Woodslane Technical Partner** store and incentive to purchase key titles.

We will keep you up-to-date with the latest developments in our direct marketing activities as they happen.

### **Web features**

Woodslane passes customers through to your shopping cart as shown in the Dymocks example at right.

We provide full listings of all titles that are affected by publisher's decisions. These lists are only available to selected accounts. Out of print list shown below.

A screenshot of a web browser displaying the Woodslane website. The page shows a list of "Out of print titles 8/2002". The list is a table with columns for ISBN, Title, Author, Publisher, Original Price, OZ Price, NZ Price, and End date.

ISBN	Title	Author	Publisher	Original Price	OZ Price	NZ Price	End date
1578700387	<a href="#">A+ Self Study Guide</a>	Schmidt	SCOTT JONES	23.00	\$44.95	\$55.95	21/03/02
1578700088	<a href="#">64Bit Linux Programming (V. 2)</a>	Simon	SCOTT JONES	49.35	\$115.00	\$140.00	21/03/02



# Woodslane Technology Partner Agreement

I, \_\_\_\_\_

Wish to become a member of the Woodslane Partner program and become recognised as one of Australia's leading technology booksellers.

As a member of the Woodslane Technology Partner Program I understand Woodslane will provide **priority order fulfilment**, an **exclusive customer service telephone number**, access to **stock information via Woodslane's web site** and pre-market **information on overstocked or remaindered titles**. I also understand Woodslane will provide me with **customised promotional materials** and will include my store details in all paid **national advertising**. I also understand that Woodslane will refer all **direct customer inquiries**, from either customer service or our web site, to the customer's closest Woodslane Technology Partner.

I agree to participate in all exclusive Woodslane Partner Program promotional activities and a minimum of one store-specific promotion per year for the duration of my membership.

As a Woodslane Technology Partner I agree to maintain full stock of all key Woodslane titles - determined by Woodslane's monthly key title lists.

As a Woodslane Partner I agree to maintain online sales facilities to allow my customers to be directed to me from Woodslane's web site and promotional activities.

I understand that Woodslane will be directly contacting interested technology education centres, institutions and user groups to encourage sales in my store. I agree to assist in these promotions by supplying any agreed promotional incentives to these customers.

NAME \_\_\_\_\_

STORE \_\_\_\_\_

WOODSLANE ACCOUNT NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_



## **APPENDIX**

1. Direct marketing promotion samples. Computer Graphics College and Perl Mongers Group. Please note the attached promotional sheets are drafts and include only a small number of the titles actually being promoted.
2. Key Title list. Please review and comment.



## Computer Graphics College - Graphics Books Offer

Master 3D graphics with books from these world-leading publishers.

Buy any five books below and get the sixth FREE!

Only available for CGC students and staff and only from participating booksellers.

World leading 3D graphics books:

ISBN	TITLE	PUB	RRP	QTY
1584500239	3D Animation: From Models to Movies (Bk/CD)	CHA	125.00	
1584500115	3D Comic Design (Bk/CD)	CHA	75.00	
1932111441	3D Game Art f/x & Design (Bk/CD)	PAR	110.00	
1584500670	3D Game Creation (Bk/CD)	CHA	75.00	
1932111328	3D Game Programming with C++ (Bk/CD)	PAR	110.00	
1584500867	3D Game Programming with DirectX 8.0 (Bk/CD)	CHA	99.00	
1584500107	3D Graphics Tutorial Collection (Bk/CD)	CHA	89.95	
1584500387	3D Lighting: History; Concepts and Techniques (Bk/CD)	CHA	110.00	
1578200911	3D Modeling in AutoCAD 2/e (Bk/CD)	CMP	130.00	
1584500298	3D Studio Max: Building Complex Models (Bk/CD)	CHA	110.00	
1584500824	3ds max 4: From Objects to Animation	CHA	89.95	
1584500352	Advanced Bryce Creations: Photorealistic 3D Worlds	CHA	89.95	
0761534296	Zen of Direct3D Game Programming (Bk/CD)	PRP	135.00	
1578200776	After Effects in Production (Bk/CD)	CMP	120.00	
1584500417	Amorphium Pro Handbook (BK/CD)	CHA	110.00	
1568811713	Andrew Glassner's Other Notebook	AKP	99.00	
1584502363	Animation:Master 2002: A Complete Guide (Bk/CD)	CHA	110.00	
0761531912	Beginning Direct3D Game Programming (Bk/CD)	PRP	110.00	
1584502177	Bryce 5 Handbook (Bk/CD)	CHA	110.00	
1584500433	Designing 3D Games That Sell (Bk/CD)	CHA	110.00	
1931841101	Focus On 2D in Direct3D (Bk/CD)	PRP	65.00	
1931841489	Inspired 3D Character Animation	PRP	135.00	
1931841519	Inspired 3D Character Setup	PRP	135.00	
1931841500	Inspired 3D Modeling and Texture Mapping	PRP	135.00	
1584500948	LightWave 6.5/7.0 Project Handbook (Bk/CD)	CHA	110.00	
0782129382	Mastering 3ds max 4 (Bk/CD)	SYB	115.00	
1584500379	Mathematics for 3D Game Programming & Computer Graphics H/C	CHA	110.00	
1584502258	Maya Feature Creature Creations (Bk/CD)	CHA	110.00	
0782140556	Maya: Secrets of the Pros (Bk/CD)	SYB	115.00	
1584502096	Modeling Digital Dinosaurs (Bk/CD)	CHA	110.00	
1584500344	Modeling in LightWave (Bk/CD)	CHA	110.00	
1568811829	Real-Time Rendering 2/e H/C	AKP	140.00	
1931841276	Real-Time Rendering Tricks & Techniques in DirectX (Bk/CD)	PRP	135.00	
1568811802	Real-Time Shading H/C	AKP	115.00	



Participating stores are:

YOUR STORE DETAILS HERE:

STORE A  
STORE B  
STORE C  
ETC.

HOW TO CLAIM YOUR FREE BOOK

Buy five or more tiles from the list above and complete this form. Then send it, together with copies of your receipts to:

GIVE ME MY FREE BOOK!  
Woodslane PTY LTD  
PO BOX 935  
Mona Vale  
NSW 2103

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Email \_\_\_\_\_

My FREE book \_\_\_\_\_

Please keep me up-to-date on the latest computer graphics books and special CGC offers: YES/NO



## Perl Mongers Books Offer

Get more from Perl with books from these world leading publishers.

Buy any five books below and get the sixth FREE. Only available to Perl Monger members and only from participating booksellers.

PLUS! O'Reilly special offer: Buy 2 more O'Reilly books on the list below and get a FREE O'Reilly T-Shirt and set of collectible O'Reilly drink coasters\* .

World leading Perl Books:

ISBN	Title Full	Publisher	AU RRP	QTY
159059018X	Writing Perl Modules for CPAN (Bk/CD)	APR	69.95	
1584501006	Algorithms for Compiler Design	CHA	125.00	
1840780274	CGI & Perl in easy steps	FST	19.95	
1930110006	Data Munging with Perl	MAN	80.00	
1930110022	Graphics Programming with Perl	MAN	89.95	
1930110820	Extending & Embedding Perl	MAN	99.00	
1884777791	Object Oriented Perl	MAN	95.00	
1884777805	Elements of Programming with Perl	MAN	79.95	
0596000278	Programming Perl 3/e	*ORE*	130.00	
0596000804	Beginning Perl for Bioinformatics	*ORE*	105.00	
0596001320	Learning Perl 3/e	*ORE*	89.95	
0596001649	Perl CD Bookshelf; Version 2.0 H/C (Bk/CD)	*ORE*	215.00	
0596001789	Perl & LWP	*ORE*	79.95	
059600205X	Perl & XML	*ORE*	89.95	
0596002106	Perl for Oracle DBAs	*ORE*	105.00	
0596002254	Embedding Perl in HTML with Mason	*ORE*	79.95	
0596002416	Perl in a Nutshell 2/e	*ORE*	105.00	
0596003102	Computer Science & Perl Programming: Best of the Perl Journal	*ORE*	105.00	
0596003749	Perl Pocket Reference 4/e	*ORE*	29.95	
0596003897	Perl CD Bookshelf, Version 3.0 (Bk/CD)	*ORE*	275.00	
1565922204	Advanced Perl Programming	*ORE*	89.95	
1565922433	Perl Cookbook	*ORE*	105.00	
1565923243	Learning Perl on Win32 Systems	*ORE*	89.95	
1565923987	Mastering Algorithms with Perl	*ORE*	89.95	
1565924193	CGI Programming with Perl 2/e	*ORE*	89.95	
1565924789	Programming Web Graphics with Perl and GNU Software	*ORE*	89.95	
1565926099	Perl for System Administration	*ORE*	89.95	
1565926471	Perl for Web Site Management	*ORE*	89.95	
1565926994	Programming the Perl DBI	*ORE*	89.95	
1565927168	Mastering Perl/Tk	*ORE*	120.00	
1931841179	Perl Fast & Easy Web Development	PRP	65.00	
1931841772	Learn Perl In a Weekend	PRP	65.00	
0782127800	Perl; CGI & JavaScript Complete	SYB	34.95	



Participating stores are:

YOUR STORE DETAILS HERE:

STORE A  
STORE B  
STORE C  
ETC.

HOW TO CLAIM YOUR FREE BOOK

Buy five or more tiles from the list above and complete this form. Then send it, together with copies of your receipts to:

GIVE ME MY FREE BOOK!  
Woodslane PTY LTD  
PO BOX 935  
Mona Vale  
NSW 2103

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

My FREE book \_\_\_\_\_

Please keep me up-to-date on the latest Perl books and special Perl Mongers offers:  
YES/NO

