



2024 RESELLER PROGRAMS

Pre-book Orders:

- Guaranteed delivery within 3 weeks of ship date for all Pre-books.
- Pre-books due no later than February 1, 2024 to receive discounts.

Pre-book Tier	Pre-book Total	Discount Off Wholesale
PRO	\$1,000 - \$4,000	5%
PRO+	\$4,001 - \$8,000	7% + Free Ship
PRO Elite	\$8,001+	9% + Free Ship

- Discount is calculated from the total of all Pre-books submitted.
- Pre-books require a minimum order value of \$500 per shipment to qualify for discounts. Any order less than \$500 will not receive a Pre-book discount and will be placed as a regular wholesale order.
- Max of 4 Pre-book ship dates for PRO and PRO+. Max of 6 for PRO Elite.
- Dealers are placed on Credit Card only terms. Pre-books are invoiced 1 week prior to ship date. Invoice must be paid before shipment can go out. Pre-books are shipped in the order payments are received.

- Alterations to Pre-book orders must be requested 30 days before ship date. Any alterations greater than 10% of broadhead qty to Pre-books will result in loss of Pre-book discount.
- **Submit Pre-books in any of the following options:** Complete and return the **paper Annihilator Order Form** to us at booth, submit via **Buy Group Portal** (if applicable) , or **email sales@annihilatorbroadheads.com**. Each order requires the retailer's name, full name of the person submitting the order, ship date, Qty by Sku, discount tier, and location address for each shipment.

Fill-in Orders:

- Minimum Fill-in order Qty is 6 (case pack). Must be the same size and style.
- **Priced at regular wholesale.** Shipping rate pass-through.
- Invoice must be paid before shipment can go out. Will be shipped in the order payments are received.
- **Submit Fill-in orders in any of the following options:** Online through **Annihilator Wholesale Portal**, online via **Buy Group Portal** (if applicable), **call 208-261-2339 x1** or **email sales@annihilatorbroadheads.com**. Each order requires the retailer's name, ship date, Qty by Sku, and location address for each shipment.

Off Map for 2024:

- Father's Day Sunday June 2nd @ 12:01am thru Sunday June 16th @ 11:59pm MST.
- Thanksgiving Holiday Sunday November 24th @ 12:01am thru Sunday December 8th @ 11:59pm MST.
- OFF MAP will be up to 20% off MAP pricing on all Annihilator Broadhead products.

- No other Off MAP promotions will be offered during 2024.

Internet Dealer Requirements

- All internet dealers must get website approval prior to selling or displaying Annihilator products online. NO EXCEPTIONS.

Internet dealers must qualify by meeting the following minimum requirements:

- Meet PRO Elite (\$8,001+) annual volume in Pre-booked orders.
- Internet dealers must use current Annihilator Broadheads supplied logos, images, and descriptions of products. Failure to update websites with current assets will result in an account hold.
- Internet dealers may not display or sell products that they do not have in stock. No drop ship orders will be accepted or fulfilled.
- INTERNET DEALERS NOT IN COMPLIANCE WITH THESE GUIDELINES BY FEBRUARY 1, 2024, WILL BE PUT ON HOLD AND RISK LOSING E-COMMERCE STATUS.
- All 2024 MAP pricing changes go into effect January 1, 2024.
- Dealers must comply with the Annihilator Broadheads MAP policy. Failure to do so may result in loss of dealer privileges.



2024 STANDARD WHOLESALE PRICING

PROGRAM	PART NUMBER	SKU	RETAIL	MAP	DISCOUNT POINTS	DISCOUNT PRICE	MOQ / CASE PACK
All FILL IN ORDERS AND STANDARD WHOLESALE PRICING:							
STANDARD WHOLESALE	ABH-100	86001863307	\$58.99	\$53.99	40	\$35.39	6
STANDARD WHOLESALE	ABH-125	86001863314	\$58.99	\$53.99	40	\$35.39	6
STANDARD WHOLESALE	ABH-100XL	86001863369	\$64.99	\$59.99	40	\$38.99	6
STANDARD WHOLESALE	ABH-125XL	86001863345	\$64.99	\$59.99	40	\$38.99	6
STANDARD WHOLESALE	ABH-150XL	86001863352	\$66.99	\$61.99	40	\$40.19	6
STANDARD WHOLESALE	ABHCASE	8011236000063	\$29.99	\$24.99	40	\$17.99	6
STANDARD WHOLESALE	ABH100SB	00860001863376	\$64.99	\$59.99	40	\$38.99	6
STANDARD WHOLESALE	ABH125SB	00860001863383	\$64.99	\$59.99	40	\$38.99	6
STANDARD WHOLESALE	ABH100XLSB	00860001863390	\$68.99	\$63.99	40	\$41.39	6
STANDARD WHOLESALE	ABH125XLSB	00850059690000	\$68.99	\$63.99	40	\$41.39	6
STANDARD WHOLESALE	ABH150XLSB	00850059690017	\$69.99	\$64.99	40	\$41.99	6
STANDARD WHOLESALE	**ABH100K2B	00850059690024	\$74.99	\$69.99	40	\$44.99	6
STANDARD WHOLESALE	**ABH125K2B	00850059690031	\$79.99	\$74.99	40	\$47.99	6
STANDARD WHOLESALE	**ABH200K2B	00850059690048	\$84.99	\$79.99	40	\$50.99	6

For questions or if you need assistance placing an order please reach out!

**New Katana 2 Blade will be available for shipment in June 2024.

Participants in buy groups may have different rates available. Log into your buy group portal to see specific pricing.

Pre-book discounts are available prior to Feb 1, 2024. See 2024 Reseller Programs. Please email or call with questions.

All fill in orders are priced at Standard wholesale pricing. Pre-book pricing will not be honored on any fill in orders.

All dealers are placed on Credit Card only terms. Invoices are sent prior to desired ship date. Shipments go out in the order payment is received.

Shipping is a passthrough cost and added to Invoice. All shipments promised to go out within 3 weeks of ship date anytime of the year.

Dealers must comply with the Annihilator Broadheads MAP policy. Failure to do so may result in loss of dealer privileges.

Email orders to: sales@annihilatorbroadheads.com

Phone: (208) 261-2339 x1



2024 Reseller Order Form

New Reseller Accounts

1. Go to annihilatorbroadheads.com.
2. Click on "New Reseller Application" found in the footer section.
3. Complete application and agree to terms.
4. Follow steps 1-4 under next section. Orders will be accepted upon application approval.

Existing and Approved Reseller Accounts

1. View 2024 Reseller Programs.
2. Determine discount based on annual order volume.
3. Pick Sku's, Qty's and shipment dates.
4. Submit your order one of the following ways:
 - Complete this form and turn in at booth.
 - Email order details to sales@annihilatorbroadheads.com.

Company Name:
Contact Name:
Contact Phone:
Contact Email:

Location Street Address:
Location City:
Location State/Province:
Location Zip Code:
Location Country:

	PRO ELITE					
	Shipment 1 Ship Date:	Shipment 2 Ship Date:	Shipment 3 Ship Date:	Shipment 4 Ship Date:	Shipment 5 Ship Date:	Shipment 6 Ship Date:
MOQ / CASE PACK (6)	QTY	QTY	QTY	QTY	QTY	QTY
100 Grain Standard Original						
100 Grain XL Original						
125 Grain Standard Original						
125 Grain XL Original						
150 Grain XL Original						
Broadhead Case & SD Card Holder						
100 Grain Standard Single Bevel						
100 Grain XL Single Bevel						
125 Grain Standard Single Bevel						
125 Grain XL Single Bevel						
150 Grain XL Single Bevel						
**100 Grain Katana 2 Blade						
**125 Grain Katana 2 Blade						
**200 Grain Katana 2 Blade						

**Katana 2 Blades available to ship June 2024.

- All orders submitted will be entered into Annihilator Reseller Portal and order confirmations will be sent via email.
- If multiple ship locations are required please email us OR complete a separate order form per ship address.
- Don't worry about totaling or pricing out your orders on this form. We will do that on your behalf and send confirmations to validate the orders have been entered correctly.