

SALES NEWS Issue 41

17th December 1991

Dear Dealer

BETT EXHIBITION 23rd - 25th January 1992

As usual, Acorn will be exhibiting at the BETT Show at The Barbican Centre on 23rd - 25th January 1992, which promises to be as busy as ever.

We would like to help you take full advantage of the selling opportunities at this exhibition and so eligible visitors will be encouraged to place their **Teachers and Academics Support Scheme** orders while at the show.

For practical reasons the orders must be placed directly with Acorn via a special show sales desk. However, customers will be asked to nominate a preferred dealer and a copy of the order will be passed to the preferred dealer after the show. Customers will then call at the dealer's premises to pay their deposit on a finance purchase (or the full amount, if a cash purchase) and collect their goods. Finance applications will be cleared at the show by Mercantile Credit and so customers can be supplied immediately from your stocks. All offer details, prices and dealer support is as for a normal Teachers and Academics scheme sale.

To participate in the BETT Teachers and Academics Support Scheme you must complete the attached form and return it to me, at Fulbourn Road, **by Friday 27th December, 1991 at the latest.**

We look forward to hearing from you.

Yours faithfully,



Tracy Bottomley
Senior Sales Co-ordinator
Sales Operations Department

