



DEALER MARKETING PLAYBOOK

2026-27 SEASON

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WELCOME TO THE 2026-27 SEASON



TO OUR BOSS DEALERS AND CHANNEL PARTNERS

Every snow season tells a different story. For many of you, last winter brought the kind of weather that keeps trucks moving, crews busy, and customers calling. You took those opportunities and turned them into sales, service, and strong customer relationships. Thank you for the role you play in making BOSS the brand contractors trust.

We also know not every region saw the same season. Some markets had plenty of snow. Others were lighter than expected. That's the reality of our industry. Snowfall will always be unpredictable, but our commitment to our dealers and partners is not.

At BOSS, we believe the years with less snow matter just as much as the years with more. Those are the years when relationships are strengthened, customers are supported, and the work of building a strong local market continues. Those are the years that set the stage for long-term growth.

As we head into this season, we're introducing a message that reflects who we've been for more than 40 years:

BOSS Sets the Standard.

It's not a slogan. It's a reflection of how we've built this company. From product innovation to customer support, from dealer partnerships to contractor relationships, we've always believed in raising the bar rather than following it.

And behind that message is a commitment to you:

BOSS is Backing You Up.

KEY INITIATIVES

LEAD, SUPPORT, GROW



PRODUCTS CONTRACTORS WANT

We're focused on delivering solutions that solve real problems for contractors. Whether it's productivity, reliability, ease of use, or technology integration, we're building products that help your customers succeed and help you grow your business.

MARKETING THAT DRIVES DEMAND

This year, you'll see the BOSS Standard campaign across digital, social, events, and dealer channels. Our goal is simple: keep BOSS top of mind with contractors and provide you with tools and resources that help create conversations and generate opportunities in your market.

PROGRAMS THAT HELP YOU WIN

Programs like OneFleet, our Fleet and Municipal initiatives, and the BOSS Owner's Group are designed to help you reach new customers, strengthen relationships, and create reasons for contractors to stay with BOSS for the long haul.

INDUSTRY PARTNERSHIPS THAT EXPAND OUR REACH

We're investing where contractors spend their time and attention. Through partnerships with GROW!, Snow Jobs Podcast, Storm Field Day, Snow Alliance, Influential Encounters, Lawntrepreneur, and Energize at Equip Expo, we're helping keep BOSS visible, relevant, and connected to the industry.

UPGRADE YOUR LEGACY

One of our biggest initiatives this year is Upgrade Your Legacy, highlighted by the opportunity for contractors to win a Black TEV.

This isn't just a giveaway. It's a lead generation effort designed to identify contractors who are actively engaged with the BOSS brand and potentially entering an upgrade cycle. Those leads will be shared with our sales and dealer network, helping connect interested contractors with local BOSS partners.

We're also becoming more targeted in how we support growth. By combining BOSS product registration data, fleet purchase data, regional market insights, contractor engagement, snowfall trends, and campaign activity, we're helping identify opportunities within your territory so we can focus our efforts where they matter most. Your commitment to providing accurate contractor information through product registration and our various sales programs, directly support our marketing efforts and ability to serve customers.

The goal is simple: put the right opportunity in front of the right contractor at the right time.



At the end of the day, BOSS succeeds because of the strength of our dealer network. The relationships you build, the service you provide, and the reputation you've earned in your local market are what make this brand special.

Thank you for your partnership, your trust, and your commitment to the contractors we serve together.

We're proud to support you, and we're excited for what lies ahead! Here's to a successful season!

BOSS SETS THE STANDARD.

- THE BOSS TEAM

PRODUCTS CONTRACTORS WANT

The 2026–27 season introduces a range of innovations designed to improve efficiency, durability, and control across snow and ice management operations. From smarter material application to more scalable liquid systems and expanded support for municipal-scale operations, these new solutions are built to help contractors work faster and more effectively. Each product reflects BOSS' commitment to reliability, performance, and supporting contractor needs in the field.



MBX+

high-capacity municipal-grade stainless steel spreader designed to scale with growing fleet demands.



AUTO SPREAD CONTROL

Optional feature automatically maintains consistent application rates as truck speed and spread width changes.



LIQUIDTECH SPRAYERS

A modular liquid deicing system that separates tanks and powerheads for easier customization and scalability.



COLD FRONT TECHNOLOGY EXPANSION

New electrical system, SL4 LED Headlights, and SmartTouch+ now standard on DXT, XT, TEV, EXT, Super-Duty, 10' DXT, and HD.



HEAVY EQUIPMENT COUPLERS

Simplified coupler systems for loader and backhoe plows that eliminate chains and binders for faster hookups.



NEW!

BOSS BRAND

GUIDELINES

BOSS has updated its brand guidelines to provide clearer, more consistent direction across all dealer and partner communications. A condensed one-page reference guide is now available on the Advertising Materials Portal and will also be included in the 2026 Point of Purchase kits, with a full-length version coming soon.

Please be sure to review and use them to help keep the BOSS brand strong and consistent!

TECH SUPPORT RESOURCES

Whether you're selling, installing, or servicing equipment, BOSS has the resources to back you up. Explore training videos, product walk-arounds, support sheets, digital flashcards, and more.

WEB PAGES

BOSSPLOW.COM & DEALER PORTAL:

Cold Front Technology • SmartTouch+ • BOSS DIAG
SL4 Headlights • More Coming Soon

TECHNOLOGY RESOURCES

AD MATERIALS, DEALER PORTAL, & POP KITS:

BOSS DIAG Troubleshooting & Fault Codes •
CFT Signal Tap Locations • SmartTouch+ Instructions
• New Product Sell Sheets

TRAINING VIDEOS

DEALER PORTAL & YOUTUBE:

Cold Front Technology Vehicle Installation Videos •
BOSS DIAG Training • VBX+ Setup & Calibration •

PRODUCT WALKAROUNDS

DEALER PORTAL & YOUTUBE:

Cold Front Technology • SL4 LED Headlights •
DXT vs. TEV vs. XT • Auto Spread Control •
LiquidTech Walkthrough • More Coming Soon

POINT OF PURCHASE KITS

WATCH OUT FOR A RED ENVELOPE IN THE MAIL!

Your Annual Point of Purchase (POP) Kits provide you with ready-to-use marketing materials designed to support in-store promotion, drive contractor engagement, and showcase BOSS products at the point of decision.



Additional resources available for download in the BOSS Advertising Materials behind the Dealer Portal!

The Promotional Store is your hub for BOSS-branded promotional materials for your showroom, events, and tradeshows—from floor mats to lighted signs and everything in between.

ALL PROMOTIONAL STORE ITEMS ARE CO-OP ELIGIBLE!



PROMOTIONAL STORE

TO ORDER PROMOTIONAL ITEMS AND VIEW DETAILS, VISIT:

DISTRIBUTORS - (ShopTTC) Shop.thetorocompany.com

DEALERS - bossplow.com/promotional-items

CO-OP ADVERTISING PROGRAM

The BOSS Co-Op Advertising Program helps dealers and distributors maximize local marketing impact by sharing the cost of approved advertising. Co-op funds are available to Authorized BOSS Distributors and Snowrator Dealers. Sub-dealers should contact their distributor for details. **2026-27 SEASON CO-OP DEADLINE: MARCH 31, 2027.**

**PLEASE SUBMIT CO-OP
REQUESTS MONTHLY!**



BOSS GEAR PROGRAM

The BOSS Gear Program provides branded apparel, promotional items, and gear to support sales events, in-store branding, and customer giveaways. Available through the official BOSS Gear store, all items are pre-approved for co-op reimbursement.

BOSS SOCIAL

POWERED BY

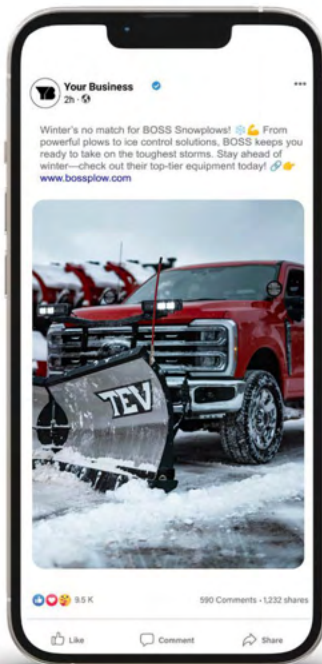


thumbstopper®

**SOCIAL MEDIA IS THE NEW BILLBOARD OUTSIDE
YOUR STOREFRONT AND OFTEN THE FIRST
IMPRESSION A CUSTOMER SEES.**

The BOSS Social Program, powered by ThumbStopper, makes it easy to maintain a strong, consistent presence by automatically delivering professionally curated BOSS content directly to your social channels. No extra lift—just consistent, on-brand content that keeps your audience engaged and BOSS top of mind. Save time, strengthen your digital presence, and extend the reach of BOSS marketing across your local market.

Log into the BOSS Dealer Portal and click the BOSS Social link under Advertising to sign up!



**1.8+ MILLION
IMPRESSIONS**

Total Views



**1.2+ MILLION
REACH**

Unique Views



**57,000+
ENGAGEMENTS**

Likes, Shares,
Comments

Metrics measured over May 2025 - May 2026 timeframe.



ADVERTISING MATERIALS

Your one-stop shop for all digital and print-ready advertising materials, available under Advertising in the Dealer Portal.

- 1 Visit the Advertising Materials Portal in the Dealer Portal.
- 2 Search by product (i.e., "DXT") or browse folders like Images to find what you need.
- 3 Click the item and download it.

PRODUCT REGISTRATION

Product registration is **required** for all Distributors and Dealers and plays a key role in improving the customer ownership experience while supporting your business.

CUSTOMER BENEFITS

- ⊗ Activates warranty coverage and ensures accurate warranty start dates.
- ⊗ Creates a verified ownership record and links products to the customer's BOSS Owner's Group account.
- ⊗ Enables ability to distribute product updates, recalls, and important service communications.

DISTRIBUTOR & DEALER BENEFITS

- ⊗ Improves forecasting for parts, service, and future product development, leading to better product support and customer satisfaction directly leading to increased customer loyalty and repeat purchases with your business.
- ⊗ Supports targeted marketing, customer education, and ownership lifecycle communications that help generate qualified leads and supports your business growth

REGISTRATION REQUIREMENT

- ⊗ Enter customer information accurately.
- ⊗ At a minimum, include the customer's first name, last name, and purchase date.
- ⊗ Do not enter dealer contact information or placeholder email addresses (e.g., none@none.com).

While email and phone number fields are optional, customers who do not provide a valid email address will miss important product updates, recalls, and service notifications.

REQUEST A QUOTE



HOW THE REQUEST A QUOTE PROCESS WORKS

- 1** A customer selects a product, chooses a dealer, provides their contact information, and submits a quote request through the BOSS website.
- 2** The customer receives a confirmation email with MSRP pricing and notification that their selected dealer will contact them.
- 3** If the customer has not been contacted within three days, BOSS sends a follow-up email. Customers who indicate they have not received a response trigger a dealer notification for follow-up.

Prompt dealer response is critical to converting customer interest into sales. These quote requests come from customers actively researching products and seeking pricing information, making them some of the highest intent leads available.

BENEFITS OF THE REQUEST A QUOTE PROCESS

- ⊗ Delivers qualified, high-intent leads directly to Authorized BOSS Dealers.
- ⊗ Connects dealers with customers who are actively considering a purchase and requesting pricing information.
- ⊗ Creates opportunities to build customer relationships, increase close rates, and drive business growth.
- ⊗ Helps improve the customer experience through timely communication and personalized service.
- ⊗ BOSS supports the sales process with automated customer follow-up and product education.
- ⊗ Timely responses help maximize sales opportunities while reinforcing confidence in both the dealer and the BOSS brand.

OWNERS GROUP PROGRAMS



PRESEASON INSPECTION REBATE PROGRAM

The Preseason Inspection Rebate Program is designed to drive contractors back into your dealership before the season starts. It creates an opportunity to inspect equipment, identify needed repairs, replace worn parts, and help customers prepare for winter before the first snowfall.

More importantly, it gets customers through your doors. Every inspection creates valuable face-to-face time with contractors, opening the door for conversations about new equipment, accessories, upgrades, and additional products that can help grow their business. It's a win for contractors looking to maximize uptime and a win for dealers looking to strengthen customer relationships and generate preseason sales.

- ⊗ Factory rebate for eligible BOSS Owners Group members
- ⊗ Applies to inspections on all BOSS equipment (up to 12 units)
- ⊗ Drives preseason service traffic to your dealership
- ⊗ Creates opportunities for parts, service, and equipment sales
- ⊗ Marketing materials and customizable direct mailers available on the Advertising Materials Portal to help promote the program

DECAL REPLACEMENT PROGRAM

BOSS Owners Group Decal Replacement Program returned this year and is now an annual promotion. This popular program gives eligible BOSS Owners the opportunity to refresh worn or faded blade and pushbeam decals, helping keep BOSS equipment looking good in the field.

Decal requests are submitted through the Decal Replacement page and fulfilled directly by BOSS, making participation simple for both customers and dealers.

- ⊗ Encourages product registration and account engagement
- ⊗ Decals are processed and shipped directly by BOSS
- ⊗ Helps keep BOSS equipment looking its best in the field
- ⊗ No action required from dealers.

KEY DATES TO REMEMBER

JUL 2-3, 2026

INDEPENDENCE DAY
BOSS Office Closed

PRESEASON INSPECTION REBATE
BOSS Owners Group

AUG 9 - OCT 15, 2026

SEP 7, 2026

LABOR DAY
BOSS Office Closed

EQUIP EXPO
Louisville, KY

OCT 19 - 22, 2026

NOV 26 - 27, 2026

THANKSGIVING
BOSS Office Closed

CHRISTMAS
BOSS Office Closed

DEC 24 - 25, 2026

JAN 1, 2027

NEW YEARS DAY
BOSS Office Closed

LANDSCAPE ONTARIO CONGRESS
Toronto, ON Canada

JAN 12 - 14, 2027

MAR 9 - 12, 2027

NTEA - WORK TRUCK SHOW
Indianapolis, IN

2026-27 SEASON CO-OP DEADLINE
Please Submit Co-op Requests Monthly!

MAR 31, 2027

APR 1, 2027

PRE-SEASON BEGINS
BOSS Snowplow

DECAL REPLACEMENT PROGRAM
BOSS Owners Group

JUN 1 - 30, 2027

JUN 22 - 25, 2027

SIMA - SNOW & ICE SYMPOSIUM
Milwaukee, WI

QUICK REFERENCES



ADVERTISING MATERIALS

BOSS Dealer Portal Advertising

BOSS SOCIAL POWERED BY THUMSTOPPER

BOSS Dealer Portal Advertising

PROMOTIONAL STORE

DISTRIBUTORS - (ShopTTC) Shop.thetorocompany.com

DEALERS - bossplow.com/promotional-items



BOSS MARKETING

(800) 286 - 4155 | Option #1 #4

CUSTOMER CARE

(800) 286 - 4155 | Option #1 #3

TECH SERVICE

(800) 286 - 4155 | Option #1 #2

INSIDE SALES

(800) 286 - 4155 | Option #1 #1



CO-OP ADVERTISING

BOSS.COOP@BOSSPLOW.COM

BOSS GEAR STORE

CUSTOMERSERVICE@BOSSPLOWGEAR.COM

YOUR LINE TO MARKETING

Updates. Resources. Opportunities. Straight to your inbox



MARKETING@BOSSPLOW.COM

The BOSS Marketing team regularly shares important updates, programs, promotions, product launches, events, and resources designed to help you grow your business. Many of these communications include time-sensitive information, dealer-exclusive opportunities, and marketing materials you won't want to miss.

Ensure that marketing@bossplow.com is added to your safe sender list and that key contacts within your organization remain subscribed to BOSS marketing communications. Staying connected helps ensure you receive the latest tools, programs, and updates available to support your dealership throughout the season.

marketing@bossplow.com





BOSSPLOW.COM

Authorized Dealer Use Only.