

Nikon not only offers you the world's finest camera the world's finest camera systems to sell, but backs systems to sell, but backs up your vital sales efforts up your vital sales efforts with a broad spectrum of with a broad spectrum of quality promotional gift quality promotional gift attention-getting items and attention-getting point of purchase materials. From coffee mugs to eye-from coffee mugs to eye-catching product displays and illuminated signs, and illuminated signs, we think you'll agree

It's always a great year to be a NIKON dealer!



Point of Purchase Displays and Illuminated Signs

Display space is always at a premium, so we at Nikon, have produced what we believe to be the finest product displays and illuminated signs available. We know that you will be proud to use the items listed below because they will successfully promote Nikon products throughout your store.

Our product displays are both functional and eye-catching, while our illuminated signs will assist your customers in easily identifying you as an Authorized Nikon Dealer.



PRODUCT DISPLAYS

Ordering Number			Maximum Per Store Order	Unit Cost	Each Additional Unit	
A	NCS-2	Deluxe Nikon/ Camera Stand (Brite Yellow)	6 displays (2 displays per carton)	4 N/C	\$8.00 set of 2	
В	NLS	Nikkor 3 Piece Lens Holder (Brite Yellow) (Note: Matches Styling of NCS-2 and Can Be Used Together As A Modular Camera And Lens Display).	4 displays	2 N/C	\$5.75	
С	NMWD	Nikon Modular Window Display Set Consists Of 4 Easy-To- Assemble Product Pedestals. Attrac- tive Brushed Chrome Finish With Black Nikon Logo	3 sets	1 N/C	\$5.50 each	
D	NEL	Special Showcase or Window Product Holder for EL: Nikkor Enlarger Lenses. Holds Four Lenses.	2 displays	1 N/C	\$3.85 each	

ILLUMINATED SIGNS

LLUMINATEL	JOINS		
Ordering Number		Maximum Per Store Order	Unit Cost
E NSVT	Nikon Counter- Top Illuminated 35mm Slide Viewer Tray	2 units	\$29.00 each
F NIWC	Nikon Illuminated (Three Color) Wall Clock Sign With Interchangeable Message	2 units	\$35.00 each
G NADS	Brightly Illumi- nated Authorized Dealer Wall Sign (Two Color)	2 units	\$45.00 each
H NFOS	Exciting Fiber Optic Sign With Color Motion	2 units	\$75.00 each
I NISP	Nicely Styled Lite- box Supplied With (1) 16 x 20 Four Color Transparency. Transparencies are easily Changed. Lightbox Can Be Hung Anywhere or Can Be Placed In a Window.	2 units	\$35.00 each
	h new transparency from NIKON		\$3.50 each



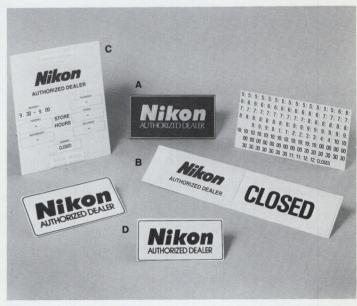
Point of Purchase for the New EM

With the introduction of our latest camera, we have available a new line of product displays. The displays shown here are just a sampling of what will be available to you in the future; assisting you in promoting the exciting EM camera.



Nikon Authorized Dealer Identification Program

As a Nikon Authorized Dealer you certainly want to be identified with the highest quality, most prestigious camera line in the world. This highly visible identification will assist you in attracting new Nikon customers and act as a gentle reminder for your current Nikon customers.



	Maximum Per Store	Unit Cost	Each Additional Unit	Ordering Number		Unit Cost	Each Additional Unit
Camera Stand. (Brite Yellow)	4 stands (2 stands per Carton)	2 N/C	\$4.00 (set of two)	A NADP	Nikon Authorized Dealer Plaque. Black With Polished Gold Letters. Easy To Hang Or Set Up With Built-in Easel Stand.	1N/C	\$ 2.50 each
EM System Coun- termat. Perfect Size To Protect		1 N/C	\$2.50 each	B NOCS	Two-Color Highly Visible Slide Type Open/Close Sign.	1 N/C	\$ 2.00 each
Your Showcase While It Assists Your Customers In Identifying The EM System.				C NHOS	Hours Of Operation Sign. Two Color, Highly Visible. Complete With Do-It-Yourself Numbers Sheet.	1 N/C	\$ 1.50 each
Window Display. Perfect Size For Any Display Win- dow. Sets Up Easily and is very Colorful.	2 displays	\$20.00 each		D NADD	Set Of 3 Window/Door Decals. Two-Color Highly Visible.	1 Set N/C	\$ 1.25 each set
	EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window Sets Up Easily and is very	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very Per Store 4 stands (2 stands per Carton) 1 N/C 1 N/C 2 displays \$20.00 each	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very Middle Stands per Carton) 1 N/C \$2.50 each 1 N/C \$2.50 each 2 displays \$20.00 each	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very Per Store 4 stands (2 stands per Carton) 1 N/C \$2.50 each 1 N/C \$2.50 each C NHOS D NADD	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very Per Store 4 stands (2 stands per Carton) 2 N/C (set of two) 1 N/C \$2.50 each 1 N/C \$2.50 each 8 NOCS C NHOS Nikon Authorized Dealer Plaque. Black With Polished Gold Letters. Easy To Hang Or Set Up With Built-in Easel Stand. Two-Color Highly Visible Slide Type Open/Close Sign. C NHOS Hours Of Operation Sign. Two Color, Highly Visible. Complete With Do-It-Yourself Numbers Sheet. D NADD Set Of 3 Window/Door Decals. Two-Color Highly Visible.	Camera Stand. (Brite Yellow) EM System Countermat. Perfect Size To Protect Your Showcase While It Assists Your Customers In Identifying The EM System. Window Display. Perfect Size For Any Display Window. Sets Up Easily and is very Madditional Unit \$4.00 (set of two) 2 N/C (set of two) \$ Additional Unit \$4.00 (set of two) \$ A NADP



Promotional and Gift Items

From the manufacturer of the finest 35mm camera system in the world, we offer you these exciting sales promotional items which you may use as special gifts and as tie-ins for your local Nikon in-store promotions.





Ordering Number		Minimum Order	Total Cost	Each Additional Unit	Ordering Number		Minimum Order	Total Cost	Each Additional Unit
A NP-2	Original Zippo Cigarette Lighter with a lifetime war- ranty from Zippo. Brushed chrome with Nikon logo.	12 pieces	\$48.00	\$4.00 each	F NP-7	Cigarettes aren't a problem anymore with this heavy-duty showcase of office Safety Ashtray. Black with yellow imprint.	6 pieces	\$ 6.00	\$1.00 each
B NP-3	Large heavy-duty plastic thermo cof- fee mug. Perfect for any coffee break and a great gift.	12 mugs	\$18.00	\$1.50 each	G NP-8	Keep your pen handy and stop get- ting ink on your shirt or jacket. A must for every sales	12 pieces	\$ 3.00	\$.25 each
C NP-4	Solid Brass Nikon Belt Buckle. A beautiful gift for your best Nikon customers.	12 Buckles	\$50.64	\$4.22 each	House Therefore A	person! Heavy white vinyl pocket protector with black and gold Nikon logo.			
D NP-5	Lightweight flex- ible rubber key fob. Great for a demo or a promo give-away item.	50 pieces	\$12.50	\$.25 each	H NP-9	Full Line Camera Countermat. Per- fect size to protect your showcase. Product features to assist your custo- mers in choosing		1 N/C	\$2.50 each
E NP-6	Nikon embroidered iron on/sew on jacket patch, 4" long and 1½" high. Great give-away item for any Nikon customer.	25 patches	\$ 7.50	\$.35 each	I NP-10	the Nikon that is right for them. Nikon Instore Full-Line Cloth Two-Color Banner. Hangs easily in window or store.		1 N/C	\$2.50 each

NOTE: EACH ITEM IS SUBJECT TO AVAILABILITY, PRICES SUBJECT TO CHANGE WITHOUT NOTICE, ALLOW AT LEAST TWO WEEKS FOR DELIVERY.

ORDERING INSTRUCTIONS: The Nikon product displays and illuminated signs listed on these pages may be ordered by using the Nikon Promotional Order Form available from your Nikon Sales Representative. You can purchase these items as follows: (A) You may utilize your Nikon co-op ad allowance, refer to your official Nikon co-op program for details, or (B) you may order these items by submitting your check. Note: Payment in full must accompany your order. Minimum order \$25.00. Allow 2 weeks for delivery. Orders may be submitted through your Nikon Sales Representative or mailed directly to: Nikon, Inc., 623 Stewart Avenue, Garden City, N.Y. 11530, Attention: Creative Services Department. NIKON INC., SUBSIDIARY OF EHRENREICH PHOTO-OPTICAL INDUSTRIES, INC., 623 STEWART AVENUE, GARDEN CITY, NY 11530