



Celebrating
79
Years

MID-CITY SUPPLY COMPANY, INC.

WHOLESALE

2026 MPP PROGRAMS FOR MANUFACTURERS

For over two decades, Mid-City Supply's award-winning Marketing Partnership Plan (MPP) has set the industry standard for marketing programs. Our MPP gets your products and your Representatives face-to-face with our mutual customers. All of the programs below are offered to all of our participating vendor partners.

BRANDED BANNERS

Manufacturer banners line our warehouses showcasing all our partner vendors. Customers ordering and picking up their products see them every day, sometimes more than once! They are also present at our over 20 tabletop events per year.

CALENDARS

Each year we publish a large desk calendar with all the logos of our Manufacturing Partners. These are in high-demand with our customers. All 2025 participating Partners in our MPP program will be included in our 2026 desk calendar.

COUNTER AREA REPRESENTATION

Our counter areas are decked out with banners, promotional flyers, rotating iPad images, TV screens with rotating videos, plan-o-grams, backer boards, counter displays, bar stools, counter mats, brochures and more!

COUNTER DAYS

One of the best ways to talk to our front-line customers is at a counter day. Food, products and good conversations make for a successful event.

CUSTOMER INCENTIVE TRIP

Every two years, Mid-City Supply escapes the frigid Midwest for several days and we take qualifying customers to a warm and sunny destination. Customers earn a free trip based upon their purchases within a 24-month period. The more they buy the more they earn. Mid-City Supply has traveled to several fun and exotic locations like Mexico, Hawaii, Costa Rica, Dominican Republic, Curaçao, the Mediterranean and the Caribbean!

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DEALER MEETING

Our annual dealer meeting is for our HVAC MPP vendor partners. Every other year, we will rotate between individual meetings, or we will host a larger trade show with training sessions and have a speaker from the manufacturer. In 2026, our focus will be on individual dealer strategic planning meetings.

DIGITAL SIGNAGE

At the Counter Sales area within each Mid-City Supply location, TV videos and ads are updated at the beginning of each month and are displayed on large 4K monitors. Digital signage features current promotions, product demonstrations and commercials.

EMAIL MARKETING

Emails are strategically sent with information on events, training, counter days and many of the other programs listed on this document. Customers might not always come to an event, but if your brand is represented in the email, it gets the recognition it deserves when they see and open any emails. With an average open rate of 40%, your brand is sure to be seen by decision makers!

MONTHLY PIPELINE

This is our monthly publication that is mailed to our entire customer base. Our Pipeline features manufacturer logos, ads and new products. The products offered in this have special pricing for the month of the mailing.

NEW PRODUCT ANNOUNCEMENTS

Emailed and hand delivered every month, our New Product Announcement is a guaranteed way to get new products in front of our customers.

SHOWROOM

Our showroom creates an experiential environment with active tubs and shower heads. From toilets to sinks, you can find showroom displays fully installed so our customers can get the whole experience. Logos are strategically placed in the showroom environment so that they are visible yet subtle and classy.

SWAG

Want your brand in our customers hands? Do you have giveaway items? Our Sales team periodically receives SWAG boxes full of goodies to pass out to our customers.

TABLETOP EVENTS

Our tabletop events are a favorite among our partners, and bring in over 2,000 attendees every year. From our Summer Steak Frys to our Holiday Hog Roasts, these events are the best way to make your brand a key part of our customers day! These events are held at all Mid-City Supply locations.

TECH TOPIC

Each month, our product manager or trainer chooses a product to highlight. They write a article on what the product is, how it is used and in what applications. These Tech Topics are sent out to our entire company as well as all of customers in our PRP (top 200 customers).

TRAINING

We are passionate about training not only our customers, but our Associates too! We currently have dedicated training rooms at 7 of our 9 locations. Our Elkhart, South Bend and Warsaw locations have gas, electric and venting hook-ups, allowing us to host training sessions with live equipment.

TOOL EXTRAVAGANZA

This Spring and Fall publication features over 300 tools and is mailed out in the same months as our Stock-Up Program. All tools in the promotion are listed at an attractive price (following MAP policies). This publication also features new products, current promotions, manufacturer logos and ads.

WEB BANNERS

Get more visibility and sales through a creative web banner! Web banners are a great way to advertise your products sold at Mid-City Supply. Web banners should be 1080 x 300 and submitted as a high-resolution JPEG file. If you need your web banner created, we can do that for you!

If you have an idea not listed, feel free to reach out. Our Marketing Program is flexible, and we love collaborating with our Manufacturing Partners on fresh, fun promotions!