

BI-MART

Vendor Partnership Strategy Guide **2026 Edition**

Employee Owned. Real Value. Every Day.



A Message to Our Vendor Partners

Dear Valued Partner,

At Bi-Mart, an Employee-Owned Company and Membership Discounter, we deeply appreciate the long-standing relationships we've built with our vendor community. These partnerships are essential to delivering the shopping experience our members expect – one rooted in trust, consistency, and the feeling of shopping at a neighborhood corner store with assortment and price that rivals what one would expect of any big box store – it has been said by many members, if you can't find it at Bi-Mart, you don't need it.

As we continue to evolve and strengthen our business, we want to reaffirm the values and culture that guide us, and the important role you play in helping us serve our members every day.

For more than seventy years, Bi-Mart has been committed to offering our members a Pacific Northwest focused assortment while providing unrivaled customer service and exceptional value. Our members are our #1 priority, and from the moment they walk through our doors, we strive to offer prompt, personalized solutions that meet their needs. This commitment is woven into our culture and is what makes our company different from others.

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As we look ahead, we remain focused on further enhancing the member experience, improving operational execution, and strengthening the value we deliver across our assortment. Your partnership is critical in helping us achieve these goals. Together, we can continue offering quality products, competitive pricing, and a shopping experience that feels personal, local, and trusted.

We are grateful for your continued support and collaboration. Thank you for being an essential part of the Bi-Mart family and for helping us uphold the standards and values that have defined us for generations. We hope this guide is directional and helps outline how we can work together to grow profitable, sustainable business built on trust, discipline, and mutual accountability.

We look forward to building success together.

Sincerely,
Bi-Mart Leadership Team

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Assortment Discipline & SKU Productivity

Our Commitment

We focus on the items that matter most to our members - the high-velocity basics that drive 80-90% of sales.

Vendor Expectations

- Present tight, high-productivity assortments
- Lead with proven basics and top sellers
- Support data-driven decisions
- Avoid SKU inflation

How Vendors Win

By helping us prioritize the SKUs that turn, sell, and deliver value.

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Price Leadership & Value Alignment

Our Commitment

Our price perception is non-negotiable. We must save our members money every day.

Vendor Expectations

- Competitive and fair cost structures
- Transparent, fair value
- Support for key visibility items

How Vendors Win

When your brand is priced with integrity, members trust it—and buy more of it.

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In-Stock Reliability & Supply Chain Accountability

Our Commitment

We prioritize in-stocks and inventory turn equally.

Vendor Expectations

- Maintain a minimum 90% or greater fill rate
- Weekly get-well updates and/or sales solutions required below 80%
- Accurate lead times and proactive communication
- Support just-in-time inventory flow

How Vendors Win

Reliable partners earn more space, more promotions, and deeper collaboration.

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Quality Standards & Brand Credibility

Our Commitment

We will only carry leading national brands or merchandise of comparable quality.

Vendor Expectations

- Meet or exceed performance and safety standards
- No low-quality merchandise
- Private label must deliver at minimum 20% cost savings and 10% member savings

How Vendors Win

High-quality products earn trust and long-term placement.

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Merchandising with Conviction

Our Commitment

We stock high quality, high value merchandise and display with purpose.

Vendor Expectations

- Support meaningful inventory depth
- Provide strong packaging and display-ready solutions
- Align with endbase and feature merchandising strategies
- Manage seasonal and opportunity buys cradle-to-grave

How Vendors Win

When we present your product with conviction, members respond with volume.

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Annual Strategic Alignment & Continuous Improvement

Our Commitment

We review each department's merchandising strategy annually.

Vendor Expectations

- Engage in proactive business reviews
- Bring innovation that solves member needs
- Support GMROI and turn
- Collaborate on planograms and resets

How Vendors Win

Strategic partners earn long-term growth and deeper integration.

Partnership Ethics & Professional Standards

Our Commitment

We operate with integrity, fairness, and professionalism.

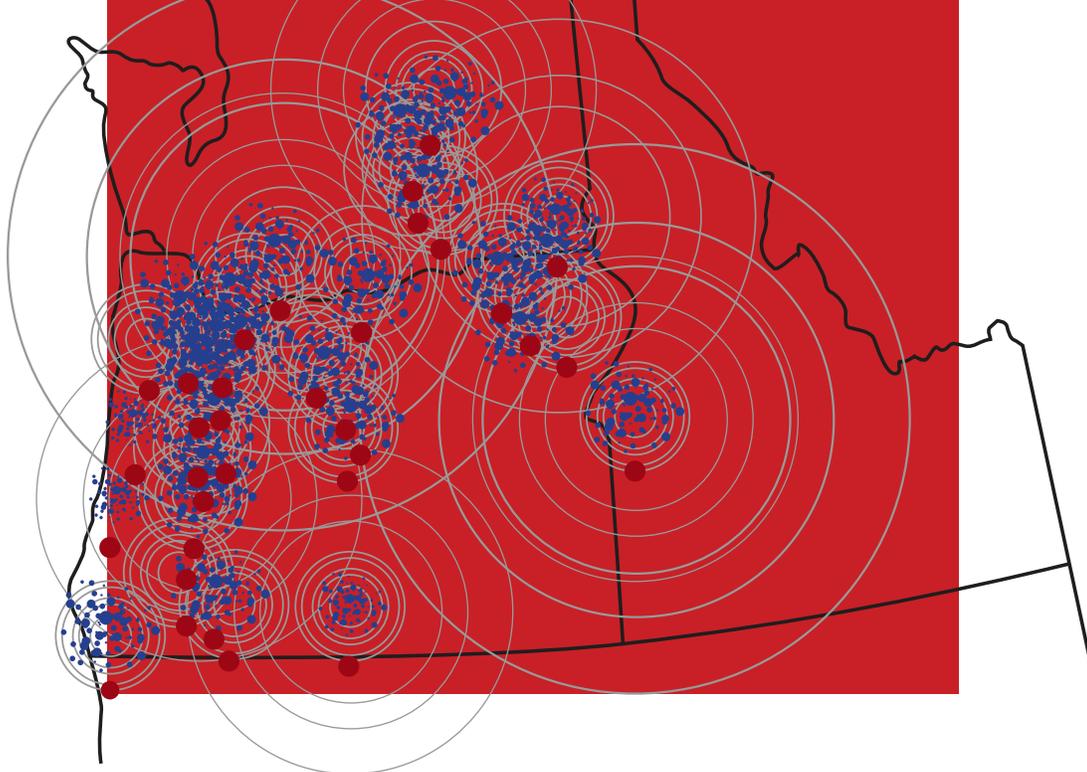
Vendor Expectations

- Confidentiality in all pricing and negotiation discussions
- Professional conduct
- Transparency, urgency, and accountability
- A shared commitment to doing what is right for our members

How Vendors Win

Trust is the foundation of every successful partnership.

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Promotion Partnership Strategy: Amplifying Your Brand Through the Bi-Mart Advertising Network

Bi-Mart's promotional ecosystem reaches over 1.1 million member families, generating millions of impressions across print, digital, broadcast, and in-store channels.

Savings Books (Our #1 Sales Driver)

- 20 books direct mailed annually
- 1.4 M-2M households reached per mailing
- Supported by Broadcast Television, Streaming TV, Broadcast Radio, Digital and Social Advertising, and In-Store Assets

Bonus Zone

- Prime front-of-store placement
- Exclusive two-week deals
- Consistently delivers 2x-5x over non-Bonus Zone sales
- Supported by Broadcast Television, Streaming TV, Broadcast Radio, Digital and Social Advertising, and In-Store Assets

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Promotion Partnership Strategy (continued)

Lucky Number Tuesday

- Weekly traffic driver
- Tuesday-only pricing
- Supported by Broadcast Television, Streaming TV, Broadcast Radio, Digital and Social Advertising, and In-Store Assets

Cyber Deals

- Three-day online sale
- Ideal for digital-first or seasonal accelerators

Digital & Homepage Takeovers

- 1,000,000+ impressions weekly
- Major Northwest media partners

Broadcast Media

- High-visibility Broadcast Television, Streaming TV, and Broadcast Radio

Instore Messaging

- Overhead audio, end-base signs, shelf talkers, and checkstand TV

Event Partnerships

- Sportsmen's Shows
- Canyon County Fair
- Bi-Mart Country Bash

How Vendors Win with Our Promotional Program

- Bring compelling offers
- Support promotions with strong inventory
- Align promotional items with EDLP
- Engage in full-funnel marketing

Our Commitment

When you invest in Bi-Mart promotions, we invest in you. For a more detailed and robust understanding of our marketing power, please visit bimartpartneradsources.com. Connect with your buyer today.

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APPENDIX A- Organizational Hierarchy

Executive Leadership

Donald Oldenburg | Don Leber | Patrick O'Connell

Divisional Merchandise Manager: Tom Glover

Clothing, Accessories & Footwear

Buyer: Mardell Ray

Admin: Erin Harmon

Housewares

Buyer: Laura Langeliers

Admin: Amber Reed

Domestics

Buyer:

Admin: Jessica McIntyre

OTC | Drugs

Buyer: Kelli Brookins

Admin: Elise Healy

Health & Beauty

Buyer: Tamra Kessler

Admin: Jill Sweet

Hardware & Paint

Buyer: Kirk McClenahan

Admin: Susan Ehli-Bechtol

Lawn, Garden & Farm

Buyer: Katy Wallace

Admin: Kelsey Conley

Furniture & Seasonal

Buyer: Greg Coffelt

Admin: Chrissy Holton

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Divisional Merchandise Manager: Todd Stricker

Candy, Snacks & Paper Products

Buyer: Olivia Parkins

Admin: Terri Sampson

Food & Beverage

Buyer: Edwin Hooten

Admin: Lisa Hurlimann

Electronics, School & Office

Buyer: Marisa Burgmeier

Admin: Amanda Hammond

Automotive, Marine, Toys & Bicycle

Buyer: Marisa Burgmeier

Admin: Sabrina Ryan

Pet & Tobacco

Buyer: Jo Ann Axling

Admin: Michele Wimmer

Sporting Goods & Fishing

Buyer: Michael Bassell

Admin: Noelle Myrand

Hunting & Firearms

Buyer: Kurtis Parkton

Admin: Mary Piercy



APPENDIX B- Key Contacts & Resources

Merchandising Leadership

Donald Oldenburg – EVP of Merchandising & Operations

Tom Glover – Divisional Merchandise Manager

Todd Stricker – Divisional Merchandise Manager

Advertising & Marketing

Don Leber – VP

Crystal Rawls – Coordinator

Patrick O'Connell – Director of Ecommerce

Co-Op & Allowances

Jacob Werhane – Manager

Store Planning

Lacee Perry – Manager

RebuyTeam

Asheley Nelsen

Marsha Sturm

AnnetteJohanesen

Partner Ad Source

bimartpartneradsouce.com

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Thank you for your continued partnership!

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