

MEMORANDUM

To : Distribution

10/6/86

From : Dave Micek  
Joe Budge

Subject : dBASE III PLUS Promotions

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We're pleased to announce two major dBASE III PLUS promotions that will be kicking off in the month of October !

1) dBASE GOES GOLD !!! Ashton-Tate is celebrating the shipment of our one millionth copy of dBASE -- a major milestone in our company's history. To help sell our next million, on Monday, October 13, we'll launch a major national promotion featuring incentives for distributors, dealers, and end users. There will be special advertising, public relations, and a dBASE GOES GOLD! demo disk. Our distributors and dealers will receive a variety of golden awards for selling dBASE III PLUS. For end users there will be a sweepstakes, with a grand prize of a gold Porsche 944!

2) Starting Oct 14 we will be shoving off on a nationwide road tour with 3COM. The purpose of this tour is to show the capabilities of dBASE III PLUS and dBASE III PLUS LAN PACK running on a 3COM network. Seminar presentations will be given to both end users and dealers. The seminars will spread the word about the powerful capabilities of dBASE in a LAN environment.

Materials which describe these two promotions in more detail are attached.

ASHTON-TATE PRESENTS...

dBASE Goes Gold!

Promotion Summary

ONE MILLION COPIES!

That's how many dBASE packages Ashton-Tate has sold since this powerful business tool was introduced in 1981. Since then, dBASE has become recognized as the leading database software for personal computers. And today's dBASE III PLUS has more features, is more powerful and easier to use than ever!

And now, to celebrate this important milestone, and to kick off the sales of the next million copies, Ashton-Tate presents an exciting new promotion:

dBASE Goes Gold!

From mid-October to mid-December, Ashton-Tate will promote the sales of dBASE III PLUS through distributors and the retail channel. The promotion will include incentives for distributors, incentives for retailers, a sweepstakes for end users (which retailers participate in also), and major national and local advertising to bring end users into authorized Ashton-Tate dealerships. Here's how it works:

The Distributor Program:

dBASE III PLUS distributors will be rewarded for exceeding sales quotas agreed upon prior to the start of the promotion. The program is designed to provide incentive for the distributor's sales team, as well as providing additional incentive for outstanding performers. The distributor promotion begins on October 6, 1986 and ends on December 13, 1986.

The distributor and retailer award will be an Ashton-Tate Gold Certificate, good for a variety of golden merchandise. The merchandise list is attached. Since distributors must exceed a quota before they receive any certificates, they receive two certificates for units sold above quota. Retailers, who have no quotas, receive one certificate for every unit sold.

Ashton-Tate will introduce the promotion to the distributor sales representatives through a series of presentations to each distributorship office. The sales representatives will also receive packages describing the program, and a "broadside" which details the awards.

The Retailer Program:



The retailer program runs from October 13, 1986 through December 13, 1986. During the promotion, retailers receive ONE Ashton-Tate gold certificate for EVERY copy of dBASE III PLUS they sell.

#### The End-User Sweepstakes:

To draw customers into dealerships to buy dBASE III PLUS, Ashton-Tate will sponsor a national "dBASE GOES GOLD" SWEEPSTAKES! Between October 13, 1986 and December 13, 1986, retail prospects will have the chance to win a fabulous golden 1987 Porsche 944, a car that embodies the same sophistication of design and awesome performance as dBASE III PLUS. Other lucky winners will receive trips for two to the exciting Golden Nugget Hotel in Las Vegas, elegant gold watches, and gold-filled Cross Pen and Pencil sets. All this - just for viewing a dBASE III PLUS demo.

What demo? Ashton-Tate will be providing a lively and informative self-running demo which shows the power and versatility of dBASE III PLUS. At the end, the demo invites the prospect to fill out the sweepstakes entry, right on the computer. The dealer prints it out and mails it in, and his prospect might just drive away in a brand-new Porsche!

Of course, Ashton-Tate doesn't expect the dealers' help for nothing. That's why dealers win, too. Every entry form includes the name and address of the sales representative who showed the demo to the prospect. When the prospect wins, his dealer sales representative wins the identical prize. So when the prospect wins the Porsche, the dealer sales representative wins a Porsche.

#### Media

To bring prospects into dealerships, Ashton-Tate will be supporting the dBASE Goes Gold! promotion with major national and local advertising. The headline on the ad reads:

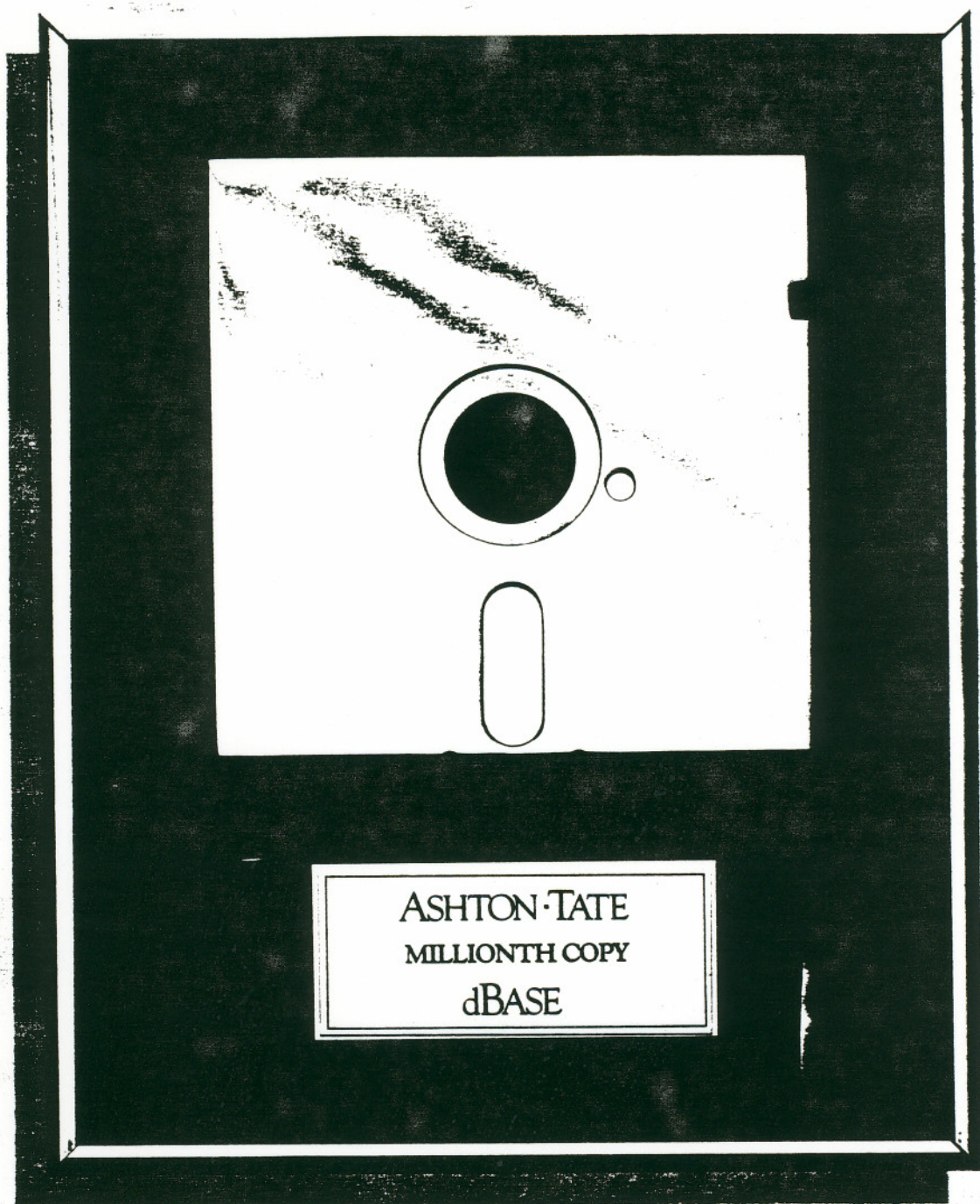
dBASE GOES GOLD.  
Take dBASE for a spin and you could win a  
Porsche.

The ad will feature photographs of the millionth copy of dBASE and of the gold Porsche.

These ads will run throughout the length of the promotion in the Wall St. Journal, InfoWorld, and PC Week. In addition, they'll run in local newspapers in the following major markets: San Francisco, Washington, D.C., Boston, New York, Los Angeles, Chicago, and Austin.



# dBASE® GOES GOLD!



ASHTON·TATE  
MILLIONTH COPY  
dBASE

*Celebrate with us!*



ASHTON·TATE



# 1,000,000!

**T**hat's how many dBASE® packages we've sold since this powerful business tool was introduced in 1981. Since then, dBASE has become recognized as the leading data base software for personal computers. And today's dBASE III PLUS™ has more features, is more powerful and easier to use than ever! Supported by rave reviews and strong advertising, dBASE III PLUS is reaping sales and profits for retailers like you.

And now—to celebrate this important milestone, and to give you an even greater incentive for selling dBASE III PLUS, Ashton-Tate proudly announces an exciting new promotion:

## **dBASE GOES GOLD!**

From October 13 through December 13, 1986, Ashton-Tate will reward authorized retail dealers and sales representatives for your sales of dBASE III PLUS software to your customers. **EVERY** sale is rewarded! There are no goals to keep track of; no quotas to make before you start cashing in! Nothing could be easier!

### *Here's how it works:*

Each time you sell a dBASE III PLUS package, record the details of the sale on a "dBASE GOES GOLD" sales report card and attach a photocopy of the sales receipt. A supply of these cards is enclosed with this announcement; there are lots more, if you need them! Each card has room for reporting up to 10 sales. When your card is full (or sooner, if you prefer), send it, with receipt(s) attached, to Ashton-Tate, in the envelope we are providing. That's all there is to it!

Upon receipt of your sales report, we will issue to you a valuable "dBASE GOES GOLD" award certificate for each eligible sale you reported. These certificates are redeemable for a spectacular array of golden awards, which you'll see inside. Save your certificates until you have enough for the award of your choice, then send it to Award Headquarters. Your award will be shipped directly to you.

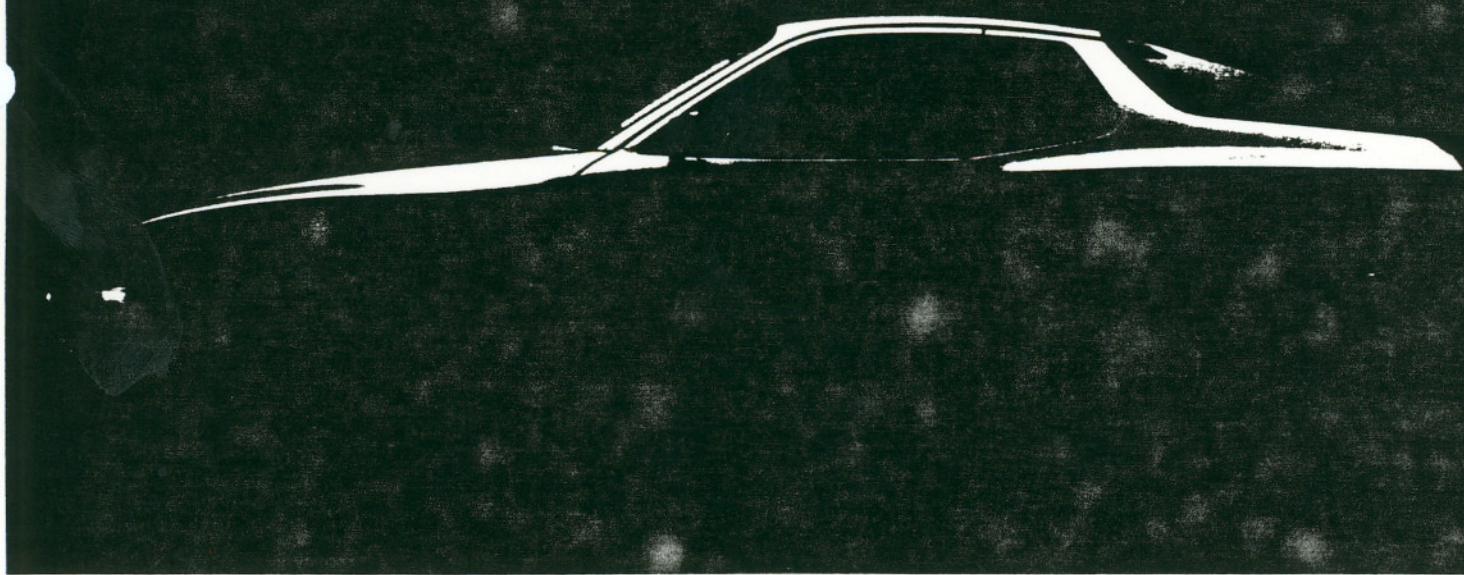


Watch your award certificates pile up as you ring up dBASE III PLUS sales!

## **ANY QUESTIONS? WE'VE GOT THE ANSWERS!**

- Q. Do I get credit for sales of existing inventory of dBASE III PLUS?
- A. Absolutely! Sales of both existing inventory and new purchases qualify for awards.
- Q. What about dBASE III that I might have in stock?
- A. Sorry. Only sales of dBASE III PLUS are eligible.
- Q. Who gets the award certificates?
- A. The person who is identified on the sales report card as the one who made the sale.
- Q. Can I redeem my certificates for cash, or for other merchandise not shown?
- A. No. Certificates have no cash value and are redeemable only for the awards shown herein.
- Q. How do I get more cards or envelopes?
- A. Write to dBASE GOES GOLD Award Headquarters, P.O. Box 119, Midway City, CA 92655. Or call toll-free (outside California) 800-323-7616; within California 818-707-0102, between 9:00 AM and 5:00 PM, Pacific time, weekdays.





## *and to top it off . . . here's our exciting "dBASE GOES GOLD" Sweepstakes!*

**T**o make sure customers beat a path to your door to buy dBASE III PLUS, we've added some pretty fancy icing to our incentive cake! For the same promotional period—October 13 through December 13, 1986, Ashton-Tate will sponsor a NATIONAL "dBASE GOES GOLD" SWEEPSTAKES! Your prospects will have the chance to win a fabulous, golden 1987 PORSCHE 944, a car that embodies the same sophistication of design and awesome performance as dBASE III PLUS. Other lucky winners will receive trips for two to the exciting GOLDEN NUGGET HOTEL in LAS VEGAS, elegant watches, and gold-filled Cross pen and pencil sets. All this—just for coming to your store and seeing a dBASE III PLUS demo!

What demo? The exciting new dBASE III PLUS demo that's on the diskette enclosed with this announcement package! This lively and informative demo program shows the power and versatility of dBASE III PLUS. . . the Industry Standard—and, at the end, it invites the customer to fill out the sweepstakes entry,

right on the computer! You print it out and mail it in . . . and YOUR customer just might drive away in a brand-new Porsche!

Some terrific program, right? Well, it's even better than that—because in the end-user sweepstakes, YOU WIN, TOO!!

That's right—when a customer wins a prize in the national sweepstakes, the retail salesperson who gave the demo also wins the identical prize! That means we're giving away not one Porsche 944, but TWO—one for the customer, and one for the lucky salesperson who presented the dBASE III PLUS demo. All the other prizes are duplicated, too, right down to the pen and pencil sets. It's our way of saying THANK YOU to all ASHTON-TATE® dealers for all your loyalty and support of dBASE!

Full details and rules for the consumer sweepstakes are on the sweepstakes information sheet enclosed with this announcement. Be sure to post this sheet at the computer where you will be running the demo.



# dBASE GOES GOLD!

## OFFICIAL PROGRAM RULES

**ELIGIBILITY:** All authorized Ashton-Tate retail dealers and their sales personnel, as of October 13, 1986.

**PROGRAM PERIOD:** October 13 through December 13, 1986. All sales reports must be for sales made between October 13 and December 13, 1986, and must be received by Ashton-Tate's incentive supplier no later than December 20, 1986. Participants must redeem their awards by January 31, 1987, after which all outstanding awards will be forfeited.

**SALES REPORTING:** For each sale of an Ashton-Tate dBASE III PLUS package, record the sale on a sales report card, copies of which are supplied with this announcement. Additional copies are available at no charge from dBASE GOES GOLD Award Headquarters, P.O. Box 119, Midway City, CA 92655. Attach a legible photocopy of the sales receipt to the card. **IMPORTANT:** Both the receipt and the sales report card **MUST** show the product serial number, and serial numbers on receipt and card must agree. When the card is full (or sooner, if you prefer), mail it with sales receipts attached, in the self-addressed envelope supplied with this announcement. Additional envelopes are available at no charge from Ashton-Tate. (If you don't have the Ashton-Tate envelope, send it to: dBASE GOES GOLD Award Headquarters, P.O. Box 119, Midway City, CA 92655).

Only bona fide sales of dBASE III PLUS product to end users are eligible for awards. No other products are eligible, unless specifically announced by Ashton-Tate. Ashton-Tate reserves the right to verify any sales report by contacting the customer. Participants who report ineligible sales may be disqualified from participation in the program.

**AWARDS:** Ashton-Tate will issue one award certificate for each valid sale reported during the program period. Certificates will be mailed to the person indicated on the sales report card. Certificates are redeemable for merchandise and travel awards illustrated in this announcement. No other awards will be given. Certificates are not redeemable for cash. Merchandise order forms will be supplied with your award certificates. The required number of certificates must accompany each order.

Merchandise awards will be shipped pre-paid to the address specified on the order form. Satisfaction is guaranteed; defective merchandise will be exchanged promptly.

Awards may be taxable. It is the participant's responsibility to determine tax liability, if any. Ashton-Tate must report awards valued over \$600 to the IRS, in accordance with Federal law.

### CONSUMER/RETAILER SWEEPSTAKES

**NOTE:** These rules apply to the retailer participant only. Separate rules for the consumer are contained on a rules sheet which must be displayed at the computer where the dBASE III PLUS demo will be given.

**ELIGIBILITY:** All authorized Ashton-Tate retail dealers and their sales personnel, as of October 13, 1986. Employees of Ashton-Tate, its affiliates, advertising or promotion agencies and the families of each are not eligible.

**PROGRAM PERIOD:** October 13 through December 13, 1986. All sweepstakes entries must be received by Ashton-Tate's sweepstakes agency no later than December 20, 1986. Participants must redeem their awards by January 31, 1987, after which all outstanding awards will be forfeited.

#### AWARDS FOR RETAIL PERSONNEL:

1 GRAND PRIZE—Porsche 944

5 SECOND PRIZES—Trips for two to the Golden Nugget, Las Vegas

20 THIRD PRIZES—Lassale quartz watches (choice of men's or ladies')

50 FOURTH PRIZES—Cross pen and pencil sets (10K gold filled)

Prizes will be awarded in a random drawing on or about January 9, 1987, from all entries received by Carnegie Associates, Inc., an independent judging organization whose decisions are final. Odds of winning depend on the number of entries. Limit one prize per family. Prizes are not transferable nor are substitutions or cash permitted. All prizes will be awarded.

Merchandise awards will be shipped pre-paid to the address specified on the sweepstakes entry. Satisfaction is guaranteed; defective merchandise will be exchanged promptly.

Awards may be taxable. It is the participant's responsibility to determine tax liability, if any. Ashton-Tate must report awards valued over \$600 to the IRS, in accordance with Federal law. This sweepstakes is void where prohibited by law.

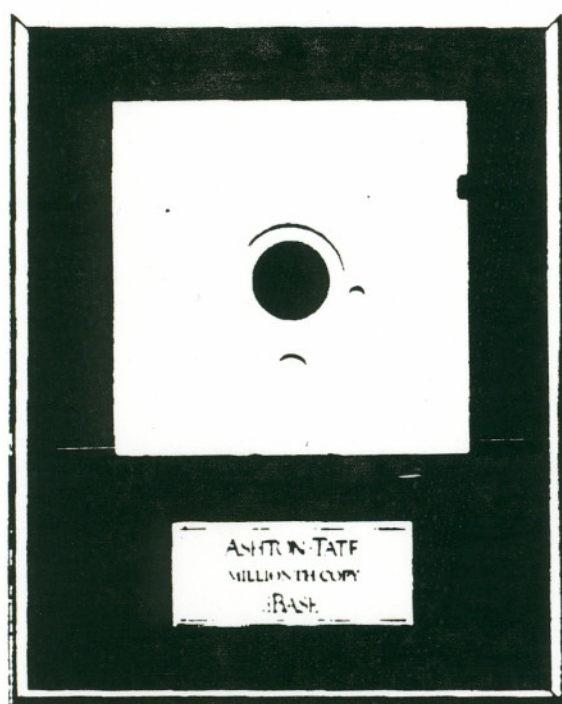


Ashton-Tate • 20101 Hamilton Avenue • Torrance, CA 90502-1319

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# dBASE goes gold.



## ONE MILLION SOLD.

It's rare for any software package to sell a million copies. Especially a database. But dBASE® has done it. In just five short years.

No other database comes close in sales. Not even all the other databases combined.

Which makes dBASE the undisputed industry standard.

And now, the newest version of dBASE — dBASE III PLUS™ — lets more people than ever before use the world's most powerful data management system.

Because now anyone can understand its simple pull-down menus and on-screen tutorials.

See for yourself. Take a demonstration at your local authorized Ashton-Tate® dealer

right now. It could really pay off. In gold.

## TAKE dBASE FOR A SPIN AND YOU COULD WIN A PORSCHE.

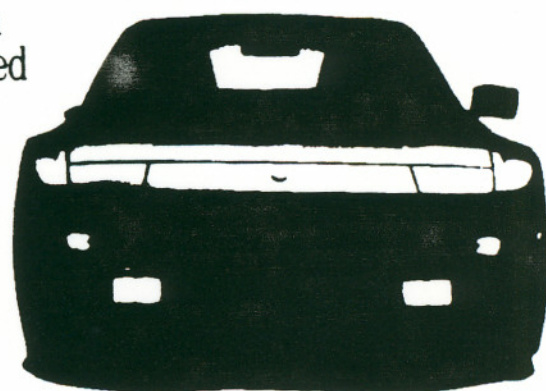
To celebrate our million seller, we're giving away a gold Porsche 944.

Or you could win a trip for two to the Golden Nugget in

Las Vegas. Or a gold watch. Or a gold Cross pen set.

Just visit a participating computer dealer and take a dBASE III PLUS demonstration. A sweepstakes entry blank will be generated at the end of your demonstration. Just type in your name and address and you're automatically entered.

But the contest ends December 13.



So hurry in. And see why dBASE III PLUS is one in a million.

 **ASHTON-TATE®**

Software, programs and where purchased are your participating and authorized Ashton-Tate dealer for complete rules and details of contest. Trademarks: dBASE, dBASE III PLUS, Ashton-Tate, Ashton-Tate logo, Porsche 944.



IMMEDIATE

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Miller Communications  
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**dBASE SALES REACH ONE MILLION;  
ASHTON-TATE CELEBRATES WITH PROMOTIONS**

TORRANCE, Calif., October 6, 1986 -- Ashton-Tate, the second-largest microcomputer applications software company, today announced it will mark the sale of one million copies of its dBASE product line with a series of promotions and contests.

The company will sponsor separate "dBASE Goes Gold" promotions for end users, distributors and dealers October through December. Details will be announced to the public in advertising to appear in the business press, major metropolitan dailies, and the microcomputer industry trade weeklies during the week of October 13.

"The microcomputer database category is the most strategic in corporate computing," said Lydia Dobyns, Ashton-Tate's acting vice president of marketing. "Sales of the dBASE products reflect the strength of the product and the market. The one millionth mark is an important milestone for both the industry and Ashton-Tate."

(more)



End users will be eligible for a sweepstakes with a grand prize of a gold Porsche 944. To qualify, customers enter the contest after viewing the demonstration of dBASE III PLUS at participating computer stores October 13 through December 13. Other prizes include gold watches, pen and pencil sets and travel to the Golden Nugget Hotel in Las Vegas.

For each prize awarded, Ashton-Tate will award an identical prize to the salesperson who gave the winning demonstration.

In addition to the prizes awarded in the sweepstakes, dealers and their sales staffs will also be eligible for prizes based on sales. Dealer salespeople will receive one "gold certificate" for each copy of dBASE III PLUS sold in the two-month period. Certificates are accumulated and then traded for such prizes as gold telephones, gold watches and jewelry, and travel to the Golden Nugget Hotel in Las Vegas.

Distributors and major account dealers will be eligible to participate in a similar incentive program with prizes awarded for sales over an assigned quota.

Ashton-Tate introduced dBASE II in 1981, the first full-function relational database management system for 8-bit CP/M microcomputers. That product was succeeded in 1984 with dBASE III. Written in the "C" language to take advantage of the advanced 16-bit architecture, dBASE III offered increased speed, power and data storage capacity. It also incorporated a menu-driven interface, called The Assistant, to aid the novice

(more)



user in performing day-to-day functions. dBASE III PLUS, introduced in 1985, improved the standard by providing increased ease of use, depth and power, and built-in multi-user capability for local area networking.

In addition, to the database category, Ashton-Tate markets leading products in the word processing category with the MultiMate product line, integrated software with Framework II and business graphics with the MASTER GRAPHICS Series.

For the first half of fiscal 1987 ended July 31, 1986, Ashton-Tate reported revenues of \$90.2 million and net income of \$11.6 million, increases of 75 percent and 100 percent respectively, from the same period last year.

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Ashton-Tate, dBASE, dBASE II and dBASE III are registered trademarks of Ashton-Tate. MultiMate is a registered trademark of MultiMate International Corp., an Ashton-Tate company.

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dBASE III PLUS and Framework II are trademarks of Ashton-Tate. MASTER GRAPHICS is a trademark of Decision Resources, Inc., an Ashton-Tate company.



September 10, 1986

Dear 3Com Reseller:

As one of our key resellers, we are sending you advance notice of a major new co-marketing program that we are announcing to our entire dealer channel on September 15.

## The Ashton-Tate & 3Com Seminar Series

Ashton-Tate and 3Com are combining forces to put together an exciting co-marketing program this fall. The centerpiece of this program is a joint seminar series, to be rolled out in 10 cities across North America next month. But we're not just offering seminars. There will also be national advertising *and* a special dealer offer to allow you to buy Ashton-Tate's dBASE III PLUS and LAN Pack at a substantially increased margin. Complete details of the dealer offer will be included in the September 15 announcement.

The seminar series is aimed both at your customers and at you, our dealers. In the morning end-user session, we'll discuss workgroup communications solutions in the database realm. We'll not only *talk* about it, we'll *show* your customer how 3Com and Ashton-Tate products together provide an integrated, high-performance solution with a state-of-the-art database system for PC networks. We want to help educate your customers so that they have the information they need to make their purchase decision more quickly.

The afternoon session will be a "dealers only" event where we'll introduce you to 3Server3 and 3+ release 1.1. We'll also address some technical issues, focusing on installation of both 3+ release 1.1 and Ashton-Tate's dBASE III PLUS.

Here's the agenda of the day's events:

### End-user session:

9:00AM Introduction and multi-image presentation

9:15 Ashton-Tate presentation

9:50 3Com presentation: workgroup communication solutions

10:35 Break

10:45 Demo

11:20 Q&A

11:30 End

Following the formal part of the program, there will be an opportunity for your customers to view demos in several individual application areas: communications, database...

### Dealer session:

1:30PM Introduction

1:35 3Server3: The engine under 3+

2:15 3+ release 1.1

2:45 Token Plus

2:55 Break

3:05 dBASE III Plus on 3+: installation and use

3:35 Demo

3:50 Q&A

4:00 End

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### Seminar cities and dates:

Oct. 14	New York City Seattle	Waldorf Astoria Sheraton (Downtown)
Oct. 16	Boston San Francisco	World Trade Center Hyatt Regency Embarcadero
Oct. 21	Toronto Chicago	Novotel (Toronto airport) Arlington Park Hotel
Oct. 23	Washington, D.C Dallas	Mayflower Dallas Hilton
Oct. 27	Atlanta  Los Angeles	Holiday Inn Crowne Plaza Convention Center The Biltmore

Naturally, we want you to invite your best customers to these seminars. We've included 25 invitations with this mailing. **Please get them out to your key customers as quickly as possible.** You can get more invitations simply by contacting your local 3Com or Ashton-Tate sales office. The sooner you call us to get extra invitations, the better -- supplies are limited. To register, all you or your customer has to do is call **800-NET-3COM**.

We look forward to your participation in this seminar series with us. Your support will ensure that your customers get the maximum benefit from this program-- and will also ensure that you help your customers make their purchase decision more quickly. See you there!

Yours truly,



Gordon Smith  
Marketing



How can the  
database  
used by more people  
be used  
more often?



ASHTON-TATE

dBASE III PLUS

*The data management standard*





# Come to our free seminar and find out.

Discover how dBASE III PLUS™ and 3Com's 3+ PC network can make your business run much more efficiently. And productively. By enabling more people to access the same information. At the same time.

We'll demonstrate the power, the features and the ease of use that are making Ashton-Tate's dBASE III PLUS the world's number one selling multi-user database management software.

And we'll show you how 3Com's high performance 3+ network lets your people share information across the office or across the country. Even from remote PCs.

You'll leave not only well informed, but well supplied. With an illuminating information package on both dBASE III PLUS and 3+. Including case histories illustrating how we've helped other businesses like yours.

Sponsored by  
**ASHTON-TATE® and 3Com®**



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October 14:  
New York and Seattle  
October 16:  
Boston and San Francisco  
October 21:  
Toronto and Chicago  
October 23:  
Washington, D.C. and Dallas  
October 27:  
Atlanta and Los Angeles

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(All seminars run from 9 to 11:30 A.M.)

**Reserve your place now. Call 1-800-NET-3Com**  
(415/960-9573 from Canada) for the seminar address in your area.

## Yes, I'll be there.

I'd like to find out how Ashton-Tate's dBASE III PLUS can be used by more people at the same time with 3Com's 3+ network. Please send me my free tickets and give me the seminar address in my area.

I need \_\_\_\_\_ tickets for the seminar in:

- |                                  |   |                                   |                                  |
|----------------------------------|---|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Boston  | <input type="checkbox"/> San Francisco    | <input type="checkbox"/> Seattle  | <input type="checkbox"/> Toronto |
| <input type="checkbox"/> Dallas  | <input type="checkbox"/> Washington, D.C. | <input type="checkbox"/> New York | <input type="checkbox"/> Chicago |
| <input type="checkbox"/> Atlanta | <input type="checkbox"/> Los Angeles      |                                   |                                  |

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_