

FOR THE PERSON RUNNING THE CAMPAIGN

Trade up to Meridian Pro: launch checklist

Trade in a Meridian Bench and take \$1,450 off a Meridian Pro, with three months of Atlas Care Plus included. Work down this sheet. A row marked Gate stops the campaign until it is done, and it is not somebody else's to sign.

OFFER STARTS November 3, 2026	OFFER ENDS December 19, 2026	KIT OWNER Sami Torres	CAMPAIGN CODE TRADEUP26
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DUE	TASK	OWNER	GATE
BEFORE THE WINDOW OPENS			
☐ Mon Oct 26	Offer, credit amount, and every term signed off in writing	Dana Whitfield	GATE
☐ Mon Oct 26	Every piece in this kit read end to end against the brief	Sami Torres	
☐ Tue Oct 27	Trade-in quote form live, with a serial number field that is required	Morgan Reyes	
☐ Tue Oct 27	Campaign code TRADEUP26 and all six channel codes created in the order system	Morgan Reyes	GATE
☐ Wed Oct 28	Counter flyers printed, 400 to the counter and 600 to the pack line	Jordan Vale	
☐ Wed Oct 28	Terms card printed and stocked with the quote pads	Jordan Vale	
☐ Thu Oct 29	Inspection capacity confirmed for 60 crates across the window	Morgan Reyes	GATE
☐ Thu Oct 29	Prepaid crate stock counted, 80 on hand	Morgan Reyes	
☐ Fri Oct 30	Account list pulled: 1,240 Meridian Bench owners, 86 partner sites, 310 lapsed plans	Jordan Vale	
☐ Fri Oct 30	Every rep briefed on the offer line, the credit, and what does not qualify	Jordan Vale	
☐ Mon Nov 2	Landing section published and the offer terms linked from it	Sami Torres	GATE
OPENING WEEK			
☐ Tue Nov 3	Email sends to Meridian Bench owners at 9:00 AM ET	Sami Torres	
☐ Tue Nov 3	Social frame posted, campaign code visible in the frame and the caption	Sami Torres	
☐ Wed Nov 4	First quotes reviewed for wording that is not in the terms	Dana Whitfield	
☐ Thu Nov 5	Email sends to partner site leads, held one day behind the main list	Sami Torres	
☐ Fri Nov 6	Week one figure to leadership: quotes out, orders in, crates booked	Morgan Reyes	
THROUGH THE WINDOW			
☐ Mon, weekly	Weekly figure published from orders carrying a TRADEUP26 channel code	Morgan Reyes	
☐ Mon Nov 16	Email to lapsed Atlas Care accounts, the included months lead the message	Avery Kellen	
☐ Mon Nov 23	Inspection queue reviewed, anything past 3 business days escalated	Morgan Reyes	
☐ Mon Dec 7	Reminder email to every account that took a quote and did not order	Jordan Vale	
☐ Mon Dec 14	Last order date restated to the field: nothing after December 19, 2026	Jordan Vale	
CLOSING IT OUT			
☐ Sat Dec 19	Offer ends. Landing section switched to the standard Meridian Pro block	Sami Torres	
☐ Mon Dec 21	Counter flyers pulled from the counter and the pack line	Jordan Vale	
☐ Mon Jan 4	Open trade-in crates chased, 30 day shipping window enforced	Morgan Reyes	
☐ Mon Jan 11	Atlas Care Plus month four billing checked on every enrolment the offer created	Avery Kellen	
☐ Fri Jan 15	Result written up: orders, credits issued, plan retention, what to change next time	Morgan Reyes	

Target

60 trade-in orders across the window. An order counts on the day the trade-in crate is booked, not the day the quote was sent.

Who signs an exception

Dana Whitfield, COO, and nobody else. A rep who varies a term on a quote creates a second offer.

Credit figure

\$1,450 against \$7,900. Every piece in the kit was generated from one brief, so if the figure changes, it changes in one place and every piece is rebuilt.

Offer ends December 19, 2026. Trade-in must be a working Meridian Bench owned by the buyer. One credit per instrument. Not combinable with other Apex Instruments offers.