

Partner Launch Kit Stronger Together



Tonal is excited to partner with your retail store to bring a smarter, more personalized strength training experience to your customers.

This launch checklist outlines the key steps to ensure a smooth and successful rollout, from setup and training to operational readiness, so we can deliver a great in-store experience from day one.

E Comm

- ☐ Review product listing page requirements
- ☐ Access approved images
- ☐ Tonal marketing & legal team approves product page listing

Retail

- ☐ Select your display option
- ☐ Share store details to be included on Tonal's Store Finder

Order Processing

- ☐ Receive training from Tonal team to submit orders for processing

Training

- ☐ Meet your Retail Partners @ Tonal
- ☐ Receive product training
- ☐ Receive B2B sales training

Key Contacts

Thank you for your partnership and we look forward to working with you!
Please communicate with your Partner Manager as you work through this checklist together

Partner Manager (Integration & Launch)

Hannah Rosa | 415-816-4930 | hannah.rosa@tonal.com

Retail Partner Manager (Training & Ongoing Support)

Central & West: Daniel Allen (469) 513-1255 | daniel.allen@tonal.com

South & East: Dee Bambiduro | (323) -510-6905 | dee.bambiduro@tonal.com

eCommerce Requirements

Tonal Legal & Marketing teams must approve your Product Listing Page before pushing live to your site.

Please send your Partner Manager (hannah.rosa@tonal.com) a draft of the ecommerce page and ensure it meets the following requirements*:

Include the proper disclosures:

- ❑ Each Tonal purchase requires a 12-month membership commitment that enables personalized training experience. Active membership is required for most features. Activation & payment is completed on Tonal after installation.
- ❑ 2 year limited warranty is included. 4 & 5 year warranty available for purchase
- ❑ Customers will receive a installation survey from Tonal, and then will be able to schedule delivery in 1-4 weeks.

Follow Tonal's Brand Guidelines:

- ❑ Review Partner Toolkit - Coming soon!
- ❑ Access images and logos for product listing page [here](#)

*1 week lead time needed for review, and there could be additional feedback needed before pushing the site live

Promotions

Ensure you are following Tonal’s Minimum Advertised Price (MAP) Policy. The full policy is available in your Reseller Agreement, but a few highlights below:

Tonal establishes this Minimum Advertised Price Policy ("MAP Policy") in order to promote the quality of Tonal products, preserve individual pricing decisions, and maintain a fair business environment for all of our Resellers. Resellers may advertise Tonal products at or above the applicable minimum advertised prices set forth in the Product Price List & Tonal will use reasonable efforts to provide at least thirty (30) days’ prior written notice of any permitted holiday discounting.

The following practices by a Reseller will constitute a violation of this MAP Policy:

- (a) Bundling two or more Tonal products for an advertised price that is lower than the combined Minimum Advertised Price of each Tonal product in the bundle.
- (b) Bundling Tonal product(s) with non-Tonal product(s) for an advertised price that is lower than the combined price of the Minimum Advertised Price of each Tonal product in the bundle and the full retail price of each non-Tonal product in the bundle.
- (c) Issuing instant rebates (in any form) upon the sale of one or more Tonal product to an end consumer, other than those rebates provided by Tonal.

Item	Price
Tonal-2 Trainer (Trainer Only)	\$4,295
Tonal-2 Trainer + Essential Accessories Bundle	\$4,790
Tonal-2 Trainer + Ultimate Accessories Bundle	\$4,890
Extended Warranty 4 Years	\$425
Extended Warranty 5 Years	\$449
Delivery & Installation	\$295

RETAIL DISPLAY OPTIONS

Tonal is committed to ensure your store has the latest hardware and software offering and will send you one of the following options that the Tonal team will install on your behalf. Please let your partner manager know which display you would like.

Option 1



Free Stand Display

- 1 Metal Stand & 1 Metal base - No Drilling Required
- 1 Wall - 3' W x 7'6" H x 8" D
- 49 sq ft required for movement demo
- 1 Tonal Topper
- 1 Accessory stand
- 22" x 28" Marketing Poster
- Mat

Option 2



Wall Display

- Drilled into the Wall
- 1 Wall - 3' W x 6'6" H x 36" D
- 49 sq ft required for movement demo
- 32" x 73.5" Lightbox Marketing
- 1 Rubber Mat (Optional)

Option 3



No Cage Display

- 1 Metal Stand - Drilled into the Ground
- 1 Wall - 7'3" W x 7'6" H x 8" D
- 49 sq ft required for movement demo
- 1 Tonal Topper
- 22" x 28" Marketing Poster
- 1 Rubber Mat (Optional)

IN-STORE DISPLAY SAMPLE*



*Shelf should be to the right of Tonal 7

Key Information to Provide to your Tonal Partner Manager

Desired Display Stand Option

Store Name (if multiple stores, each store must have a unique name)

Store Address (Include Postal Code)

Store Manager (First and Last Name)

Store Manager Email

Store Phone & Email

Location Image (one generic or unique to each store - JPG | 1440 × 1080)

Order Processing Training

When a customer places an order with you, they have the options to purchase the following skus:

Item	SKU Name	SKU	Price
Tonal-2 Trainer (Trainer Only)	Tonal-2 Trainer+Dlvy	100-0007	\$4,295
Tonal-2 Trainer + Accessories	Tonal-2 Trainer+Bundle+Dlvy	T00001.5	\$4,790
Tonal-2 Trainer + Accessories (Free Accessories Promo)	Tonal-2 Trainer+Bundle+Dlvy - Free Bundle Promo	T00001.5	\$4,295
Tonal-2 Trainer + Ultimate Accessories	Tonal-2 Trainer+Ultimate Bundle+Dlvy	T00001.5.U	\$4,890
Extended Warranty 4 Years	Extended Warranty 4 Years	600-0002	\$425
Extended Warranty 5 Years	Extended Warranty 5 Years	600-0003	\$449

***Please note that you must include a separate charge of \$295 for White Glove Delivery and Install.**

Understanding Tonal as a Product

Tonal is an all-in-one, intelligent strength training system that combines personalized resistance, expert guidance, and a variety of programming in a sleek, space-saving design.

Tonal's Retail team will schedule time with your stores to review training materials, and here is some high level information to help get you started.



Key Features

Digital Weight up to 250 lbs

Personalized digital resistance adapts to each user’s strength and progresses automatically—no plates, no manual adjustments.

Adjustable Arms with Multiple Angles

Enables 300+ full body moves—from squats to deadlifts to biceps curls.

Touchscreen Interface

Easily explore and choose from our 1000s of workouts, then get immersed in your workout with expert guidance, coaching cues, and real-time stats.

Commercial-grade by Design

Tonal’s hardware is engineered to perform reliably in shared, high-frequency B2B environments with minimal maintenance.



SOFTWARE

Key Features

Guided Training & Safety

Strength assessment ensures users start at the right level, reducing risk and intimidation

Expert coaches guide every workout with clear instruction, form cues, and motivating insights.

Built-in coaching cues and Spotter mode provide automatic assistance, enabling users to train safely and independently without staff supervision.

Personalization at Scale

Personalized resistance automatically adjusts weight during and between reps to match each user’s strength

Progressive overload built in—the system adjusts as users get stronger

New, personalized workout recommendations help keep workouts fresh and motivating over time

Progress Tracking & Engagement

Tracks every rep, set, and workout automatically

Measures strength progress over time and visualizes improvements

Built-in feedback loops reinforce consistency and repeat usage

Consumer Pricing Sheet



CORE PRICING

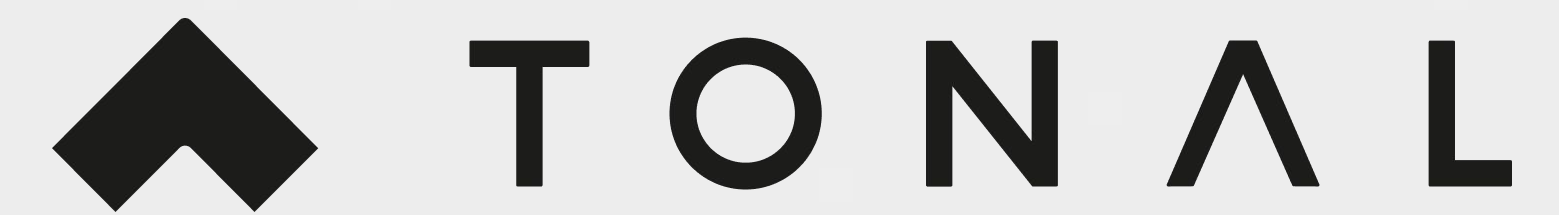
Hardware + Accessories	\$4,790
White Glove Delivery and Installation	\$295
Membership + Maintenance	\$59.95/mo
Extended Warranty Available	4/5 Years

DEAL INCLUSIONS

Tonal Trainer	✓
Smart Accessories Bundle	✓
Unlimited # of Users for Household	✓
Support and Repairs	✓

*Ultimate Bundle coming soon priced at \$4,890 which includes Smart Accessory Bundle, Pilates Loops, and Ankle Straps

**Commercial/B2B pricing and options available upon request



B2B Sales Training

The goal of B2B Sales Training is to equip you to confidently sell Tonal across a variety of B2B audiences by tailoring your pitches and demos to each prospect's unique needs.

Tonal's Retail team will schedule time with your stores to review B2B Sales training materials



B2B PRICING STRUCTURE

B2B Pricing Sheet



CORE PRICING	2-Year	3-Year	4-Year	5-Year
Hardware	\$4,790	\$4,790	\$4,790	\$4,790
White Glove Delivery and Installation	\$295	\$295	\$295	\$295
Membership + Maintenance	\$1,695	\$1,595	\$1,495	\$1,445
Length of Deal	2 Years	3 Years	4 Years	5 Years
Total Cost All-In <i>(Paid upfront; Tax not included)</i>	\$8,475	\$9,870	\$11,065	\$12,310

DEAL INCLUSIONS				
Tonal Trainer	✓	✓	✓	✓
Smart Accessories Bundle	✓	✓	✓	✓
Unlimited # of Users	✓	✓	✓	✓
Unlimited Support and Repairs	✓	✓	✓	✓
Annual Maintenance & Replacement as Needed	✓	✓	✓	✓
Dedicated Account Manager	✓	✓	✓	✓

BULK PRICING DISCOUNT	
1-5 Units	\$500 off/unit
6-20 Units	\$750 off/unit
21+ Units	\$1000 off/unit

Bulk order discount applies to Tonal hardware.

Thank you!

Please let us know if you have any questions

Partner Manager

Hannah Rosa | 415-816-4930 | hannah.rosa@tonal.com

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