



## Stock Signify products and benefit all year long

### The program

Signify is excited to offer you a 2020 stocking program designed to help maximize our partnership and make our products easy to stock by addressing the things that are top of mind.

### Program benefits

See the reverse side for our 2020 program benefits and incentives.



Sign up to receive these great benefits, and meet your quarterly targets for the opportunity to participate in additional demand generation activities that will help move your stock out the door.

### How to Enroll



Speak to your Signify Sales Representative about your 2020 stock strategy and agree to quarterly growth target.



Check if you are automatically qualified by growing your stock sales 5% in previous quarter. If not, place your initial qualifying stock order of LED lamps and/or fixtures.



Register online to receive exclusive offers, dedicated program landing page and communications at: [www.signify.com/en-us/support/stock-partner-program](http://www.signify.com/en-us/support/stock-partner-program)

Orders must be clearly marked with "PARTNER20" and sent to [promotion.order@signify.com](mailto:promotion.order@signify.com).

# Description of Program Benefits

Saving opportunities, exclusive marketing support, and advanced portfolio updates

<b>Bonus Buys</b>	Restock your shelves every month with a 4% discount and 90-day dating on your stock purchases of Luminaire Service Guide items (including all LTG fixtures)! Simply mark one qualifying stock order greater than \$5,000 per month with the code BONUS BUY!
<b>Promotional Offers</b>	Receive exclusive promotional offers each quarter!
<b>Price Change Reimbursement</b>	Receive reimbursement on any remaining Light to Go or LED Lamp inventory that you purchased 30 days prior to the new price effective date!
<b>Free Freight</b>	Get free freight on Light to Go orders greater than \$250, using code LTG2020. This applies to all Light to Go products (luminaires, LED lamps, and EvoKits)!
<b>Returns</b>	0% restocking fees on Light to Go luminaires, Light to Go EvoKits, and all LED Lamps. Non-LTG luminaires and EvoKits will follow the standard return policy.
<b>Where to Buy</b>	Benefit from the 6,000 customers that visit our website each day by having your company listed as a place to buy!
<b>Demand Generation Campaigns</b>	Exclusive programs to generate joint leads and opportunities!
<b>Merchandising*</b>	Bringing in a new category? Consider our merchandising options and let us help you sell!
<b>Digital Marketing Support</b>	Download a digital welcome package with a variety of digital assets to promote and help you sell!
<b>Utility Rebate Support</b>	We can help you find utility rebates in your area and create marketing materials to inform your customers!
<b>Advance Delistment Notifications</b>	Avoid confusion by receiving timely notification of any delistments 60 days before delist date.

\*Select merchandise materials will be provided free of charge. Other items will be covered by Marketing Development Funds (MDF).

**Work with your Signify Sales Representative and enroll in the program today!**

## Terms and Conditions

**Eligibility:** The Signify Stock Partner Program (the "Program") is open only to Signify third-party distributors that are located in and do business in the United States ("Qualified Distributors"). All other parties, including direct marketing resellers, any resellers that prohibit employee participation, and their respective affiliates, parents, subsidiaries are ineligible and will be disqualified. In the event a Qualified Distributor's status changes making them ineligible for the Program, Signify reserves the right to provide notice of immediate termination of the Qualified Distributor from the Program. Participating Qualified Distributors should check as to whether they may be subject to company policies relative to participation. Void where prohibited by law or internal company policy.

**Program Duration and Description:** The Program will run from January 1st, 2020 through December 31st, 2020, or while supplies last, whichever comes first (the "Program Period"). By participating in the Program, Qualified Distributors may be eligible to receive certain benefits as described below. Signify retains full authority, in its sole discretion, to interpret and administer the terms and conditions of this Program. Signify may modify, suspend or cancel this Program at any time, and eligibility and performance factors shall at all times be in Signify's sole discretion.

**To Participate:** Qualified Distributors must register for the Program at [www.signify.com/en-us/support/stock-partner-program](http://www.signify.com/en-us/support/stock-partner-program). In order to be eligible for the Program benefits, Qualified Distributor must either:

A. Have at least 5% sales growth in the quarter that the Qualified Distributor registers for the Program, as compared to Qualified Distributor's 2019 quarterly average.

**OR**

B. during the Program Period, place an Initial Stocking Order of Qualified Products. Initial Stocking Order must have an order value (less taxes and fees) greater than \$5,000 per product category sold by Qualified Distributor (LED lamps/EvoKit and luminaires) and must also exceed Qualified Distributor's 2019 monthly average of purchases from Signify. Initial orders must be clearly marked with "PARTNER20" and emailed to [promotion.order@signify.com](mailto:promotion.order@signify.com).

Once the above criteria have been fulfilled, the Qualified Distributor's purchase orders placed during the Program Period are eligible for the Program benefits Bonus Buys, returns, discounts, demand generation campaigns, "Where To Buy" tool placement, utility rebate support, and branch level marketing support. For the full terms and conditions describing all program benefits in detail please download at [www.assets.signify.com/is/content/PhilipsLighting/Assets/signify/united-states/20191224-stock-partner-program-full-terms-and-conditions.pdf](http://www.assets.signify.com/is/content/PhilipsLighting/Assets/signify/united-states/20191224-stock-partner-program-full-terms-and-conditions.pdf)

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