

Sony Electronics, Inc

SONY



DATE: SEPTEMBER 28, 2005 05-0492
TO: PROFESSIONAL AUDIO / VIDEO PRODUCTS DISTRIBUTORS
FROM: MARK BONIFACIO
PROMOTION-SPIFF: 3rd QUARTER FY 05 SPIFF ON SELECT PVM PROFESSIONAL VIDEO MONITORS

Sony is pleased to announce a FY'05 SPIFF promotion on sales of select PVM Series Professional Video Monitors made by your authorized third party resellers during the 3rd quarter of FY 05

PARTICIPATING PRODUCTS:	
PRODUCT	SPIFF AMOUNT
PVM-97	\$40
PVM-14L1	\$50
PVM-96	\$50
PVM-9L1	\$50
PVM-20L1	\$75
PVM-20L2	\$100
PVM-14L5/1	\$150

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TERMS AND CONDITIONS:

PROMOTION PERIOD:	October 1, 2005 through December 31, 2005
TYPE OF PROMOTION:	Third Party Reseller Salesperson SPIFF
Promotion Description:	Third party reseller salespeople can receive a SPIFF payment from Sony for selling eligible products that have been invoiced and shipped by the third party reseller during the promotion period.
Eligible Products:	Models listed above.
Inventory:	Only "A" stock inventory is eligible unless indicated above.
Eligible Sales:	Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributors to reseller or to non-end users are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.
SPIFF Claim Process:	<p>The SPIFF claim procedure is a two step process:</p> <ol style="list-style-type: none"> 1. The third party reseller salesperson must enter their claim on line at SONYTURNITON Rewards Headquarters. All required fields on the site must be completed. 2. The salesperson must send in a copy of the completed claim form and a copy of the sales invoice for eligible product to the end user. <p>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO THE SONYTURNITON REWARDS HEADQUARTERS.</p>
To Enter a Claim:	<p>The 3rd Party Reseller salesperson should go to www.sony.com/turniton. Enroll them self, if they have not already done so, complete the online claim form and hit the "Submit" button to process the claim. The processed claim should now have a claim number. If the salesperson's claim has been rejected, they should refer to "Claim Dispute" below. The salesperson should print out a copy of the completed claim form and send it along with a copy of the original sales invoice. The salesperson can either fax the backup paperwork to 1-800-811-1851 or send by mail to:</p> <p style="text-align: center;"><i>Turn IT On</i> Rewards Headquarters PO Box 42012 Hazelwood, MO 63042-2012</p>
Submission Deadlines:	All claims for SPIFFs must be submitted on line @ www.sony.com/turniton within 30 days of the end of the promotion period (January 31, 2006)

TERMS AND CONDITIONS CONTINUED:

Paperwork Deadline:	All backup paperwork for claims must be received by the <i>SONYTURNITON</i> Rewards Headquarters no later than 15 days after the on line claim submission deadline (February 15, 2006). All claims that do not have all of the required backup received by the <i>SONYTURNITON</i> Rewards Headquarters by this date will be rejected.
Claim Dispute:	Disputes for rejected claims must be submitted by the third party reseller salesperson within 30 days of date of claim rejection. To dispute a claim, the salesperson should call 1-800-866-7928 . In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Spiff/Claim Payment:	All of your Sony TURN IT ON claim payouts will be loaded to your Sony Turn It On VISA Debit Card. Claims will be awarded to your card AS SOON AS THEY ARE APPROVED at Program Headquarters. *PAYEE WILL BE RESPONSIBLE FOR ALL TAXES
Mixing of Promotions and This Promotion:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have additional questions please contact your account manager.

Good Selling!

Mark Bonifacio
Marketing Manager - Monitors and Digital Signage
Broadcast and Production Systems Division
Broadcast and Business Solutions Company

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