

## Your Sony Program Connection

One-stop access to programs, claims, SPIFFs, bulletins, statements and more.



DATE: AUGUST 22, 2008 **08-0324 UPDATE**

TO: PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS

FROM: JAY CHUNG  
JOHN HOLMES

PROMOTION: EYE ON EDUCATION MAIL IN REBATE PROGRAM

TYPE: 3<sup>RD</sup> PARTY RESELLER REBATE

**REMINDER:** This rebate is offered to 3<sup>rd</sup> Party Resellers at the company level. Please be sure to click on the appropriate link on [www.sony.com/yourprogramconnection](http://www.sony.com/yourprogramconnection) to enroll. The correct link will read as follows: "If your company purchases Sony Professional Products through Distribution and you are the owner claiming a company rebate [click here](#)".

Sony Electronics is pleased to announce an update to The Eye on Education Mail In Rebate Program announced in bulletin no. 08-0284 on July 1, 2008. Effective immediately, Bulletin no. 08-0284 for Professional Audio/Video Distributors will be cancelled and replaced with this Eye on Education mail in Rebate program for all 3<sup>rd</sup> Party Resellers who purchase eligible products from authorized Sony Professional Audio/Video Distributors and resell them to qualified education institutions between July 1, 2008 through September 30, 2008.

Please encourage your Resellers to keep their Eye on Education and take advantage of this program.

\*Note this is a rebate to the 3<sup>rd</sup> Party Reseller Company and not a SPIFF program for Sales Reps.

PRODUCT REBATE SCHEDULE	
PROJECTOR MODELS	REBATE EFFECTIVE JULY 1, 2008
VPL-CS21	\$40.00
VPL-CX21	\$45.00
VPL-ES5	\$25.00
VPL-EX5	\$30.00
VPL-EX50	\$35.00
VPL-EW5	\$40.00
VPL-CX100	\$50.00
VPL-CX120	\$60.00
VPL-CX125	\$75.00
VPL-CX150	\$75.00

VPL-CX155	\$90.00
VPL-CW125	\$95.00
<b>PUBLIC DISPLAY MODELS</b>	<b>REBATE EFFECTIVE JULY 1, 2008</b>
BKM-FW50	\$20.00
EBS-SP35	\$20.00
FWD-32LX2F/B	\$25.00

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PRODUCT REBATE SCHEDULE	
PUBLIC DISPLAY MODELS	REBATE EFFECTIVE JULY 1, 2008
FWD-32LX2F/BT	\$30.00
FWD-32LX2F/S	\$25.00
FWD-32LX2F/ST	\$30.00
FWD-40LX2F/B	\$35.00
FWD-40LX2F/BI	\$40.00
FWD-40LX2F/BT	\$45.00
FWD-40LX2F/BTI	\$50.00
FWD-40LX2F/S	\$35.00
FWD-40LX2F/SI	\$40.00
FWD-40LX2F/ST	\$45.00
FWD-40LX2F/STI	\$50.00
FWD-50PX3/B	\$40.00
FWD-50PX3/BT	\$50.00
FWD-50PX3/S	\$40.00
FWD-50PX3/ST	\$50.00
GXD-L52H1	\$100.00
ICS-FW40D	\$25.00
ICS-SP30	\$20.00
KLH-40X1	\$35.00
KLH-W26	\$20.00
KLH-W26/S	\$20.00
KLH-W26/ST	\$30.00
KLH-W26/T	\$30.00
KLH-W32	\$25.00
KLH-W32/S	\$25.00
KLH-W32/ST	\$35.00
KLH-W32/T	\$35.00
SIMPLESIGN-26	\$40.00
SIMPLESIGN-32	\$45.00
VSP-NS7	\$45.00

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TERMS AND CONDITIONS:

<b>PROMOTION PERIOD:</b> JULY 1, 2008 through SEPTEMBER 30, 2008	
<b>Promotion Description:</b>	3 <sup>rd</sup> Party Resellers can receive a mail in rebate check from Sony for selling eligible products to Education end-users between July 1, 2008 and September 30, 2008. Eligible product must be purchased by the 3 <sup>rd</sup> Party Reseller from authorized Sony Professional Audio/Video Distributors.
<b>Eligible Products:</b>	The Sony projector and public display main models listed above are eligible.
<b>Inventory:</b>	Only "A" stock inventory is eligible.
<b>Account Exclusions:</b>	DMR Accounts CDW, INSIGHT, PC MALL, ZONES, PC Connection and Best Buy for Business are excluded from this program.
<b>Eligible Sales:</b>	Only sales to education 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 education end-user customers.
<b>Claim Process:</b>	<p>There are three steps in the claim process:</p> <ol style="list-style-type: none"> <li>1. The 3<sup>rd</sup> Party Reseller must enter their claim online at <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>. All required fields on the enrollment site must be completed.</li> <li>2. The 3<sup>rd</sup> Party Reseller must send a copy of the completed claim form and a copy of the sales invoice (indicating the eligible product was sold to the end-user).</li> <li>3. Sony Reward Headquarters will review each claim against the submitted backup and award the Rebate.</li> </ol> <p><b>CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO <i>Your Sony Program Connection</i> REWARD HEADQUARTERS.</b></p>
<b>To Enter a Claim:</b>	<p>To enter a claim, the 3<sup>rd</sup> Party Reseller must follow these steps:</p> <ol style="list-style-type: none"> <li>1. Go to <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>.</li> <li>2. If not enrolled, complete an Enrollment Form by clicking on the following link located on the login page "If your company purchases Sony Professional Products through Distribution and you are the owner claiming a company rebate click here".</li> <li>3. Find this Bulletin name under "Bulletins." Click on "Claim."</li> <li>4. Complete the online claim process including registering your 3<sup>rd</sup> Party Reseller company's Fed Tax ID under "Location Information" (Claims will not be processed without the Federal Tax ID.) To complete the claim, fill-in all fields and click "Submit." The claim will now have a Claim Confirmation number. If the claim has been rejected, refer to the "Claim Dispute" information below.</li> <li>5. Print a copy of the Claim Confirmation Page and send it with a copy of the original sales invoice to the end user. Backup paperwork must be submitted via:           <ul style="list-style-type: none"> <li>• <u>Fax</u> to: 1.888.437.1923</li> <li>• <u>Mail</u> to:               <p style="text-align: center;"><i>Your Sony Program Connection</i> Reward Headquarters</p> <p style="text-align: center;">PO BOX 42012</p> <p style="text-align: center;">Hazelwood, MO, 63042-2012</p> </li> </ul> </li> </ol> <p>• <u>Upload</u> to the site.</p>

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TERMS AND CONDITIONS CONT'D:

Submission Deadline:	All claims must be submitted online @ <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a> within 30 days of the end of the promotion period.
Paperwork Deadline:	All backup paperwork for claims must be received by the <i>Your Sony Program Connection</i> Rewards Headquarters no later than 30 days after the online claim submission deadline. <b>If backup for a claim is not received by Program Headquarters by this date, the claim will be rejected and no Rebate will be applied.</b>
Claim Dispute:	Disputes for rejected claims must be submitted by the 3rd Party Reseller salesperson within 60 days of date of claim rejection. To dispute a claim, the salesperson should call 1.866.562.0806. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
Claim Payment:	All Sony Your Program Connection claim payouts will be in the form of a check within 30-45 days, AS SOON AS THEY ARE APPROVED at Program Headquarters. The check will be issued in the name of the 3 <sup>rd</sup> Party Reseller. Sony is not responsible for claims, or rebate checks lost, damaged, or delayed in transit unless Sony has been negligent.  <b>*PAYEE WILL BE RESPONSIBLE FOR ALL TAXES</b>
Mixing of Promotions:	This promotion may be mixed with other promotions provided those promotions do not prohibit mixing.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

If you have additional questions please contact your account manager.

Good Selling!

Jay Chung, Projector Marketing Manager  
Professional Display Group  
Sony Broadcast & Business Solutions Company

John Holmes, Public Display Marketing Manager  
Professional Display Group  
Sony Broadcast & Business Solutions Company

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