



DATE: FEBRUARY 1, 2010 09-0560  
 TO: B2B AV/IT DMR ACCOUNT MANAGERS  
 FROM: Andre Floyd / Lana Gallucci  
 PROMOTION: Q4 FY09 DMR DISPLAY SPIFF PROGRAM  
 TYPE: POS REBATE

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Sony Electronics is pleased to announce the **DMR Display SPIFF Program** effective January 1, 2010 - March 31, 2010.

Be sure to check out the Increased SPIFF amounts on the new powerful mobile "D" Series Projectors which were built for meetings - anywhere! With color light outputs ranging from 2500 (VPL-DX10) to 3000 (VPL-DX11 & VPL-DX15) lumens, they're compact and lightweight plus easy to use. Simply perfect - anywhere!

**Program Overview**

DMR Salespeople can qualify for exciting SPIFF rewards from Sony when they sell eligible Business Projector and Public Display models to end user customers between January 1, 2010 and March 31, 2010. The table below lists all eligible models and SPIFF rewards. Reseller Salespeople at DMR Accounts **CDW, INSIGHT, PC CONNECTION, PC MALL and ZONES** are eligible!

**Guidelines**

All SPIFF Rewards will be paid to the DMR based on POS reports submitted to Sony, via the established EDI process. POS reports showing eligible sell through must be received by Sony within 10 days of the end of every month during the promotion period to qualify for the rebate. POS reports submitted late will not be processed. This program is intended as a Salesperson Performance Incentive Fund to be paid by the DMR to the Salesperson responsible for the sale. **This rebate is offered on a meet competition basis.**

ELIGIBLE PUBLIC DISPLAY PRODUCTS					
MODEL	INVENTORY	SPIFF	MODEL	INVENTORY	SPIFF \$
BKM-FW50	"A"	\$50.00	KLH32	"A"	\$50.00
FWD-S42H1	"A"	\$100.00	KLH32S	"A"	\$50.00
FWD-S47H1	"A"	\$100.00	KLH32ST	"A"	\$50.00
GXD-L52H1	"A"	\$100.00	KLH32T	"A"	\$50.00
GXD-L65H1	"A"	\$100.00	KLH40X1	"A"	\$50.00
VSP-NS7	"A"	\$100.00	KLH40X1/S	"A"	\$50.00
Simple Sign 32	"A"	\$100.00	KLH40X1/ST	"A"	\$50.00
Simple Sign 32S	"A"	\$100.00	KLH40X1/T	"A"	\$50.00
Simple Sign 40	"A"	\$100.00			
Simple Sign 40S	"A"	\$100.00			

ELIGIBLE PROJECTOR PRODUCTS					
MODEL	INVENTORY	SPIFF	MODEL	INVENTORY	SPIFF \$
VPL-EX7	"A"	\$5.00	VPL-CX125	"A"	\$60.00
VPL-EX70	"A"	\$5.00	VPL-CX150	"A"	\$60.00
VPL-EW5, EW7, EX130	"A"	\$15.00	VPL-CX155	"A"	\$60.00
VPL-TX7, VPL-TX70	"A"	\$15.00	VPL-CW125	"A"	\$60.00
VPL-MX20	"A"	\$35.00	VPL-FE40, FE40L	"A"	\$100.00
VPL-MX25	"A"	\$50.00	VPL-FX40, FX40L	"A"	\$100.00
VPL-DX10, VPL-DX11	"A"	\$35.00	VPL-FX41, FX41L	"A"	\$100.00
VPL-DX15	"A"	\$75.00	VPL-FW41, FW41L	"A"	\$100.00
LMP-D200 lamp when sold on the same invoice as a VPL-DX10/DX11 or DX15	"A"	\$40.00	VPL-FX52, FX52L	"A"	\$150.00

**TERMS AND CONDITIONS:**

<b>Promotion Period:</b>	January 1, 2010 through March 31, 2010
<b>Promotion Description:</b>	SPIFFs will be awarded to DMR's for sales of eligible products sold (shipped and invoiced, less returns) by them to end user customers between January 1, 2010 and March 31, 2010. This program is intended as a Salesperson incentive fund to be paid by the DMR directly to the DMR salesperson responsible for the sale.
<b>Eligible Models:</b>	Only 'A' stock models are eligible. See table above.
<b>Eligible Resellers:</b>	Eligible Direct Marketing Resellers are: CDW, PC Mall, PC Connection, Zones and Insight.
<b>SPIFF Claim/Payment:</b>	Payment by Sony of the SPIFF will be in the form of a wire transfer directly to the DMR within 30-45 days of the end of each month within the promotion period based on POS reporting. DMR accounts will be responsible for making payments to DMR salespeople responsible for the eligible sale.
<b>Backorder/Future Order:</b>	Only orders shipped and invoiced during the promotion period qualify.
<b>Claim Dispute:</b>	Any disputes must be resolved within 60 days of the end of the promotion period. In the event of any questions or interpretation of the terms and conditions listed in this promotion, the decision of Sony will be final.
<b>Meet Competition Guidelines</b>	The DMR must confirm that Sony's pricing (without this program) is uncompetitive. Competitors are not to be contacted for price verification. Sony may meet, but not exceed, a competitive offer. All meet competition documentation must be dated and signed by the DMR prior to offering this program. Fully approved meet competition form for the program period must be received by Sony from the DMR account manager before payment is made.
<b>Mixing of Promotions:</b>	This promotion may be combined with other promotions provided those promotions do not prohibit mixing.
<b>Product Substitution:</b>	No product substitutions are allowed.
<b>Change/Cancellation:</b>	Sony may change or cancel this promotion at any time.

Good Selling!

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