

## Your Sony Program Connection

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



**DATE:** JULY 15, 2008 08-0308  
**TO:** LCD PROJECTOR AND PUBLIC DISPLAY RESELLERS  
 KEY STRATEGIC SYSTEMS INTEGRATORS

**FROM:-** JAY CHUNG  
 JOHN HOLMES

**PROMOTION SPIFF:** FY08 Q2 "SHOW ME THE MONEY" PROJECTOR & FLAT PANEL SPIFF PROMO

**TYPE:** SPIFF REBATE

Sony is pleased to announce the FY08 Q2 "SHOW ME THE MONEY" Projector & Flat Panel SPIFF promotion. This promotion provides exciting cash incentives to Reseller salespeople who sell participating display products between June 26, 2008 and September 25, 2008.

FY08 Q2 SPIFF PROMOTION PARTICIPATING PRODUCTS:		
PROJECTOR PRODUCTS	INVENTORY CLASS	CASH SPIFF AMOUNT
KLH-W26, KLH-W26S, KLH-W26/ST	"A"	\$50.00
GXD-L52H1	"A"	\$100.00
VSP-NS7	"A"	\$100.00
BKM-FW50	"A"	\$50.00
SIMPLE SIGN 26	"A"	\$50.00
SIMPLE SIGN 32	"A"	\$50.00
VPL-EX5	"A"	\$5.00
VPL-EX50	"A"	\$10.00
VPL-EW5	"A"	\$10.00
VPL-CS21	"A"	\$10.00
VPL-CX21	"A"	\$10.00
VPL-CX100	"A"	\$15.00
VPL-CX120	"A"	\$15.00
VPL-CX125	"A"	\$30.00
VPL-CX150	"A"	\$30.00
VPL-CX155	"A"	\$30.00
VPL-CW125	"A"	\$30.00
VPL-FE40	"A"	\$50.00
VPL-FE40, VPL-FE40L	"A"	\$50.00
VPL-FX40, VPL-FX40L	"A"	\$50.00
VPL-FX52, VPL-FX52L	"A"	\$75.00
VPL-FW300L	"A"	\$300.00
VPL-FH300L	"A"	\$500.00

SPIFF REBATE: PROMOTION: FY08 Q2 PROJECTOR & FLAT PANEL SPIFF PROMOTION  
 BULLETIN #08-0308  
 Page Two

TERMS AND CONDITIONS:

PROMOTION PERIOD:	June 26, 2008 through September 25, 2008
TYPE OF PROMOTION:	Q2 DISPLAY PRODUCT SPIFF PROGRAM
Promotion Description	Reseller salespeople can receive a SPIFF payment from Sony for selling eligible products which have been invoiced and shipped by the 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, distributor 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>There are three steps in the Claim Process:</p> <ol style="list-style-type: none"> <li>1. The Reseller salesperson must enter their claim online at <a href="http://www.sony.com/yourprogramconnection">www.sony.com/yourprogramconnection</a>. All required fields on the site must be completed.</li> <li>2. The salesperson 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 spiff amount to the salesperson's VISA® card.</li> </ol> <p><b>SPIFF CLAIMS WILL NOT BE PROCESSED UNTIL THE PAPERWORK HAS BEEN SUBMITTED TO <i>Your Sony Program Connection</i> REWARD HEADQUARTERS.</b></p>
To Enter a Claim:	<p>To enter a claim, the Reseller salesperson must follow these steps:</p> <ol style="list-style-type: none"> <li>1. Go to <a href="http://www.sony.com/yourprogramconnection">http://www.sony.com/yourprogramconnection</a></li> <li>2. If not enrolled, complete an Enrollment Form.</li> <li>3. Find this Bulletin name under "Bulletins." Click on "Claim."</li> <li>4. Complete the online claim form and hit the "Submit" button to process the submission. The processed claim should now have a claim number. If the salesperson's claim has been rejected, refer to "Claim Dispute" below.</li> <li>5. Print a copy of the Claim Confirmation Page and send it with a copy of the original sales invoice. Backup paperwork must be submitted via:           <ul style="list-style-type: none"> <li>• <b>Fax</b> to: 1.888.437.1923</li> <li>• <b>Mail</b> to:                Your Sony Program Connection Reward Headquarters                PO BOX 42012                Hazelwood, MO, 63042-2012</li> <li>• <b>Upload</b> the documentation to the Program Connection website.</li> </ul> </li> </ol>

SPIFF REBATE: PROMOTION: FY08 Q2 PROJECTOR & FLAT PANEL SPIFF PROMOTION  
 BULLETIN #08-0308  
 Page Three

TERMS AND CONDITIONS CONTINUED:

Submission Deadlines:	All claims for SPIFFs 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 <b>Your Sony Program Connection</b> 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 SPIFF will be earned.</b>
Claim Dispute:	Disputes for rejected claims must be submitted by the Reseller salesperson within 60 days of date of claim rejection. To dispute a claim, the salesperson should call <b>1.866.562.0806</b> . 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 Payment:	All Sony Your Program Connection claim payouts will be loaded to the Reseller Salesperson's Sony VISA Debit Card, AS SOON AS THEY ARE APPROVED at Program Headquarters. The Sony VISA Debit card will be issued in the name of the salesperson on the account. To review all the terms and conditions of the VISA Debit Card and to determine available balances, the salesperson should go to <a href="http://www.rewardsdetail.com">www.rewardsdetail.com</a> . Sony is not responsible for lost VISA Debit Cards or for Visa's actions or failures to act in connection with the use of the card and the administration of the card program.  <b>*PAYEE WILL BE RESPONSIBLE FOR ALL TAXES</b>
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!

Jay Chung, Projector Marketing Manager -  
 Professional Displays Group  
 Sony Broadcast and Business Solutions Company

John Holmes - Marketing Manager  
 Professional Displays Group  
 Sony Broadcast and Business Solutions Company

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