



2019 OEM Advantage

Sales & Marketing Program Enrollment Form

Account Information

Account Number: _____

Company Name: _____

Program was presented to

Name	Title	Email

Program was presented by

Name _____

Date _____

OEM Advantage Program Option Selected for 2019 (program runs March 1, 2019, to Feb 29, 2020)

Selection can only be changed during the annual enrollment. January–February 2019

- Program A: Tiered Growth Bonus OEM Advantage Program Option
- Program B: Job Closing Pricing OEM Advantage Program Option
- I/we choose to opt out of the 2019 OEM Advantage Program

- We will be applying for supplemental 2% MDF funds (4% MDF funds for accounts that achieved >500K) and will prepare/submit a separate sales & marketing plan by March 31, 2019. Ask your account manager for the 2019 OEM Advantage MDF Planner Worksheet, which can be used as a guide to creating a sales and marketing plan.**

Primary OEM contact for OEM Advantage Program:

Name _____ Title _____

Phone _____ Email _____

Authorized Signature: _____

Printed Name: _____

Title: _____

By signing this enrollment form, the above individual commits the OEM account to meet all of the requirements outlined in this enrollment form and the Lutron 2019 OEM Advantage Program brochure to receive the program benefits as described within.



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Provide the following contact information for the OEM Advantage Program

CEO/Owner/President:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Purchasing:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Marketing/Communications:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Sales:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Technical Applications/Training:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Manufacturing/Production:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

Head of Engineering:

Name _____ Title _____

Phone _____ Email _____

Check box to include contact in periodic product and program updates

To register your enrollment choice, send the signed and completed form to oemadvantage@lutron.com



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Benefits

Qualifications are based on a January-to-December calendar year.

All pricing and other benefits are effective March 1, 2019, to February 29, 2020.

<p>Tiered LED driver discount (based on 2018 purchases)</p>	<table border="0"> <tr> <td>Total Lutron Purchases* <50K</td> <td>6%</td> </tr> <tr> <td>Total Lutron Purchases* 50K to 500K</td> <td>8%</td> </tr> <tr> <td>Total Lutron Purchases* >500K</td> <td>10%</td> </tr> </table> <p>*A qualified Lutron Purchase is a direct purchase made with your OEM Account Number and excludes purchases made through third parties.</p>	Total Lutron Purchases* <50K	6%	Total Lutron Purchases* 50K to 500K	8%	Total Lutron Purchases* >500K	10%
Total Lutron Purchases* <50K	6%						
Total Lutron Purchases* 50K to 500K	8%						
Total Lutron Purchases* >500K	10%						
<p>Marketing funds</p>	<p>1% of total 2018 Lutron purchases</p> <p>OEMs can receive additional MDF (based on 2018 total OEM purchases) by developing a mutually agreed-to marketing plan by 3/31/19 and executing plan during the 2019 calendar year.</p> <p>Sales <500K additional 2% MDF with plan Sales >500K additional 4% MDF with plan.</p> <p>50% of available MDF must be claimed by 8/31/19 or will expire.</p> <p>All remaining MDF must be used by 12/31/19 and claimed by 1/31/20 or will expire.</p>						
<p>OEM reward Choose Program A or B*</p> <p>Note: New OEM Advantage Accounts must achieve at least 10K in total Lutron sales to be eligible for growth bonus or Job-Closing pricing options.</p>	<p>Program A: Tiered Growth</p> <ul style="list-style-type: none"> • 1% on growing total Lutron purchases 15% over 2018 • 3% on growing total Lutron purchases 20% over 2018 • 4% on growing total Lutron purchases 30% over 2018 <p>OR</p> <p>Bonus Option Program B: Job-Closing Pricing Option</p> <p>OEM minus 5% pricing for all orders above 500 units of LED drivers, ballasts, or wireless fixture modules with confirmation that it will all be used on one job* (standard pricing applies to all other products on these orders).</p> <p>*OEM must provide Lutron with the job name, location, and specifier to receive the discount at order entry.</p>						
<p>Industry-leading warranty</p>	<p>Up to 10-year limited LED driver warranty when OEM matches with the same warranty on their fixture*</p> <p>Up to 10-year limited Integral Fixture Controller warranty when OEM matches with the same warranty on their fixture**</p> <p>Up to 5-year limited Limelight by Lutron Wireless Fixture Controller warranty when OEM matches with the same warranty on their fixture</p> <p>*up to 10 years or 50,000 hours of operation (whichever comes first) on the Lutron LED driver at warranty Tcal</p> <p>**up to 10 years or 50,000 hours of operation on the Lutron wireless module only, with successful EOL test</p>						



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Commitments

To receive benefits, OEM Account must demonstrate compliance in all program categories by March 1, 2019 or within 60 days of joining the program outside of the enrollment period (Jan 1-Mar 1, 2019).

Lutron reserves the right to suspend benefits or remove an OEM Account from the program at any time if compliance requirements are not met.

New accounts that join the program outside of the enrollment period will receive pro-rated MDF benefits.

<p>Upon enrollment or renewal, provide your Lutron OEM account manager</p>	<ul style="list-style-type: none">• A completed OEM Advantage Program enrollment form• A completed initial High Performance Fixture List upload form (including active links to fixture data sheets with Lutron options)• A copy of a published price sheet or rep letter with not-to-exceed price adders for all supported Lutron options.
<p>Publish standard fixture options with the latest Lutron in-fixture technology</p>	<ul style="list-style-type: none">• Fixture cut sheets and catalogs shall include the latest Lutron LED drivers and wireless fixture technologies as specifiable options, as defined by the branding guidelines found on pages 12-13• Review and provide an updated High Performance Fixture List Upload spreadsheet with newly added or discontinued fixtures to your OEM Account Manager or to oemadvantage@lutron.com on the last day of each quarter in 2019
<p>Publish Lutron product options on your speed-to-market programs</p>	<ul style="list-style-type: none">• If OEM has a “Quick-Ship” or speed-to-market program outside of OEM standard lead times, clearly show Lutron in-fixture product options on mutually agreed-upon fixture family catalogs and spec sheets• Stock & program Lutron bulk LED drivers (using QwikFig or QwikFig Air) or stock Lutron wireless modules in support of these selected fixture families.



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Commitments (continued)

Publish to your rep agents these mutually agreed upon not-to-exceed material price adders for all fixtures with Lutron options (price book or rep letter)

Tunable White and Static White LED Drivers		
Description	Lutron model # prefix	Not to Exceed Adder
T-Series 2-Channel Tunable White 1%	PSQ	\$80 or less
Hi-lume Premier EcoSystem 0.1% w/ Soft-on, Fade-to-Black	L3D0	\$150 or less
	PEQ0	\$65 or less
Hi-lume 1% EcoSystem w/ Soft-on, Fade-to-Black	PEQ1	\$60 or less
	LDE13, 14	\$60 or less
	LDE15, 11, 12 LDE17	\$65 or less \$70 or less
Hi-lume 1%	LTE	\$60 or less
	L3DA 12V and 24V CV	\$65 or less
	UL Listed J-box	\$90 or less
5-Series 5% EcoSystem	LDE53, 54	\$50 or less
	LDE51, 52, 55	\$55 or less
	LDE57	\$60 or less

*Material Cost Adder. OEM may alternately choose to publish an installed cost adder; installation costs may vary by OEM
Send a copy of published price sheet(s) or rep letter with not-to-exceed price adder for Lutron options to oemadvantage@lutron.com.



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Commitments (continued)

Publish to your rep agents these mutually agreed upon not-to-exceed material price adders for all fixtures with Lutron options (price book or rep letter)

Limelight by Lutron Wireles Modules		
Description	Lutron model # prefix	Not to Exceed Adder*
Interior Mount Wireless Radio Module and Sensor Assembly	LP(H/M/L)-INT	\$195
Exterior Mount Wireless Module and Sensor Assembly	LP(H/M/L)-EXT	\$240
Interior Mount Wireless Radio Module Only	LRF-INT	\$130

Vive Wireles Modules		
Description	Lutron model	Not to Exceed Adder*
Vive Wireless Integral Fixture Controller, RF and Daylight and Occupancy Sensor	DFCSJ-OEM-OCC	\$50 or less
Vive Wireless Integral Fixture Controller RF Only	DFCSJ-OEM-RF	\$45 or less
Vive Wireless EcoSystem/DALI link interface	DFC-OEM-DBI	\$15 or less
Vive Wireless Individual Fixture Controller	FCJS-ECO/FCJS-010	\$60 or less
Vive Wireless Individual Fixture Controller optional Daylight Sensor	FC-SENSOR/SENSOR	\$30 or less