



AD PEAK
Product Promotion



Earn up to **\$3.00 per unit** when you sell select Philips AD PEAK Products

Philips is extending a special offer, exclusively for
AD energyFORCE distributors

How it works:

From July 1, 2016 - September 30, 2016, Philips will issue a \$3.00 Credit for every unit of qualifying Philips AD PEAK products sold! We strongly encourage you to pass along this incentive to your sales team to reward them for effectively selling these exciting products!!

Qualifying AD PEAK Products include:

- Philips EvoKit LED retrofit kits
- Philips DayBrite FBX LED fixtures
- Philips Optimum G10 LED fixtures

For a complete list of qualifying products, please refer to the back of this flyer.

It's easy to participate! Simply follow these steps:

1. Place your qualifying product order.
2. Email your order form to: philipslightingus1@philips.com. We will require minimal point of sale data from your system in order to properly issue credit. See claim form on the last page of this flyer for POS data required.

Talk to your Philips Sales Representative about earning credit today!

AD PEAK Products Promotion

Philips AD PEAK Products Promotion Terms and Conditions

ELIGIBILITY: The Philips AD PEAK Products Promotion (the "Program") is open only select Philips Distributors and their Branches which are part of the AD energyFORCE program, and which have an active account status with Philips Lighting Company N.A.; and are located in and do business in the United States and Puerto Rico ("Qualified Distributors"). Participating Qualified Distributor branches should check as to whether they may be subject to company policies relative to participation of the company or its employees in trade promotions. Void where prohibited by law or internal company policy.

PROMOTION DURATION AND DESCRIPTION: The Program will run from July 1, 2016 - September 30, 2016 (the "Promotion Period"), or while supplies last, whichever comes first. The Program features a \$3.00 credit per unit of qualifying Philips AD PEAK Product sold.

QUALIFYING PRODUCTS: The qualifying products for the "Program" include Philips DayBrite FBX LED Fixtures, Philips Optimum G10 LED Fixtures, and Philips EvoKit LED Retrofit Kits.

TO PARTICIPATE: A participating Qualified Distributor branch needs to place their qualifying Philips AD PEAK product stock purchase and contact Sponsor, via its field seller. Then, submit the Philips AD PEAK Promotion incentive claim form and required supporting documentation signed and dated by the Philips sales representative and distributor contact. The order must be placed during the Promotion Period.

PRIZES/Approximate Retail Values (ARVs): The credit will be applied to the Qualified Distributor account. Incentive is only valid on stock orders of select Philips AD PEAK Products. Please allow up to 6 weeks for issuance of credit. Sales are subject to verification by Philips Lighting Co. Additional documentation may be requested. Incentive valid on sales of Select Products from July 1, 2016 - September 30, 2016. Actual claim forms will be accepted through October 15, 2016. While supplies last.

CLAIM RESTRICTIONS: No cash alternative or prize substitutions will be allowed.

GENERAL: By participating in the Program, participants agree to be bound by these Official Rules and the decision of the Sponsor that shall be final and binding in all matters relating to the Program. Participants further agree to release, discharge and hold harmless Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, agents and representatives and its respective officers, directors and employees from and against, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and/or bodily injury, or property damages, due in whole or in part, directly or indirectly, to participation in the Program or any Program -related activity, or from participants' acceptance, receipt, possession and/or use or misuse of any gift card or other prize. The Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, agents and representatives, its respective officers, directors and employees are not responsible for and shall not be liable for: (a) inaccurate transcription of submissions, or for any human error which may occur in the processing of sales data; (b) lost, late, illegible or incomplete submissions; or (c) any condition caused by events beyond control of Sponsor, that may cause the Program to be disrupted or corrupted. If, for any reason whatsoever, this Program, in Sponsors' sole opinion, is not capable of running as planned, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend this Program or any portion. All decisions of the Sponsor shall be final in regard to any matters relating to the Program.

GOVERNING LAW/JURISDICTION: The Program will be governed by the laws of the State of New Jersey without regard to its choice of law or conflict of laws principles. Any and all disputes arising out of or connected in any way with the Program will be resolved individually and exclusively by final and binding arbitration administered by the American Arbitration Association (AAA) conducted before a sole arbitrator and held in New Jersey. Arbitrator's decision shall be controlled by these Official Rules and shall apply only to the individual initiating the dispute. Arbitrator shall not have the power to award special, consequential, incidental, punitive or other similar damages.

SPONSOR: Philips Lighting North America Corporation, 200 Franklin Square Dr., Somerset, NJ 08873

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A division of Philips Electronics Ltd.
281 Hillmount Rd, Markham, ON, Canada L6C 2S3
Tel. 800-668-9008

Philips AD PEAK

Product Promotion

Incentive Claim Form



Complete this order form to claim the credit incentive earned during the Philips AD PEAK Product promotion. Submit ONE claim per branch location at the conclusion of the program.

Please email this completed form and the required sales reporting as follows: Shipping Date, Customer PO Number, Product Quantity, Product Part Number and Product Description to: philipslightingUS1@philips.com

Branch to be Credited:

Distributor Name _____ Account # _____

Distributor Contact _____

Total Quantity EvoKit LED Retrofit Kits: _____

Total Quantity Philips FBX LED Fixtures: _____

Total Quantity Philips Optimum G10 LED Fixtures: _____

Signatures

Distributor Contact _____ Date _____

Philips Sales Representative _____ Date _____

Sales are subject to verification by Philips Lighting North America Corporation. Additional documentation may be requested. Incentive valid on sales of Select Products from July 1, 2016 - September 30, 2016. Actual claim forms will be accepted through October 15, 2016. Allow up to 6 weeks for issuance of credit. While supplies last.

