

Your Program Connection

Welcome to your one-stop access point to programs, claims, SPIFFs, statements and more.

DATE: FEBRUARY 15, 2017 **16-0029 UPDATE**

TO: PROFESSIONAL AUDIO/VIDEO DISTRIBUTORS

FROM: YOSHI KOIKE

PROGRAM: 2016 PROJECTOR EDU / HOW / GOV REBATE PROGRAM

TYPE: 3RD PARTY RESELLER REBATE

UPDATE: Effective February 15, 2017, the VPL-PHZ10 and VPL-PWZ10 laser projectors have been added to the 2016 PROJECTOR & PTZ CAMERA EDU / HOW / GOV REBATE PROGRAM. If you any questions, please contact your account manager.

Sony is pleased to announce its 2016 Business Projector & PTZ Camera EDU / HOW / GOV rebate promotion to enhance competitiveness in K-12, higher education, house of worship, and state or federal government market. Third Party Resellers can receive a rebate from Sony for selling eligible projectors and PTZ Cameras (only as of October 1, 2016) to EDU / HOW / GOV end user customers during the promotion period of April 1, 2016 through March 31, 2017. See table below and on pages 2 and 3 for eligible products and rebate amounts.

Products on this promotion may be advertised on a targeted basis (e.g. direct mail, email) to Education, HOW, and Government end users below the Minimum Advertised Price (MAP) specified (if applicable) on bulletin #16-0048.

Product	Suggested List Price	EDU/HOW/GOV Rebate per unit	Suggested EDU/HOW/GOV End User Price
VPL-DX122	\$ 800.00	\$ 21.00	\$ 459
VPL-DW122	\$ 970.00	\$ 25.00	\$ 599
VPL-EX255	\$ 1,100.00	\$ 57.00	\$ 649
VPL-EX315	\$ 1,390.00	\$ 72.00	\$ 799
VPL-EX345	\$ 1,600.00	\$ 83.00	\$ 899
VPL-EW255	\$ 1,250.00	\$ 65.00	\$ 699
VPL-EW315	\$ 1,790.00	\$ 93.00	\$ 999
VPL-EW345	\$ 2,000.00	\$ 104.00	\$ 1,149

PROJECTOR EDU / HOW / GOV REBATE PROGRAM
 BULLETIN # 16-0029
 PAGE 2

Product	Suggested List Price	EDU/HOW/GOV Rebate per unit	Suggested EDU/HOW/GOV End User Price
VPL-EW348	\$ 2,200.00	\$ 114.00	\$ 1,299
VPL-SX236	\$ 1,380.00	\$ 108.00	\$ 749
VPL-SW235	\$ 1,620.00	\$ 126.00	\$ 849
VPL-SX631M	\$ 1,900.00	\$ 99.00	\$ 1,049
VPL-SW631M	\$ 2,100.00	\$ 109.00	\$ 1,199
VPL-SW631CM	\$ 2,700.00	\$ 140.00	\$ 1,499
VPL-CW276	\$ 2,920.00	\$ 73.00	\$ 1,799
VPL-CH355	\$ 3,200.00	\$ 80.00	\$ 1,899
VPL-CH375	\$ 4,000.00	\$ 100.00	\$ 2,399
VPL-PHZ10	\$ 5,000.00	\$ 125.00	\$ 2,999
VPL-PWZ10	\$ 3,750.00	\$ 94.00	\$ 2,199
VPL-FX30	\$ 3,090.00	\$ 88.00	\$ 2,099
VPL-FX35	\$ 4,070.00	\$ 116.00	\$ 2,799
VPL-FX37	\$ 4,800.00	\$ 137.00	\$ 3,199
VPL-FW60	\$ 4,500.00	\$ 113.00	\$ 2,499
VPL-FW65	\$ 5,800.00	\$ 145.00	\$ 3,299
VPL-FWZ60	\$ 6,520.00	\$ 163.00	\$ 3,999
VPL-FWZ65	\$ 10,300.00	\$ 258.00	\$ 5,999
VPL-FH31/W	\$ 4,500.00	\$ 124.00	\$ 2,999
VPL-FH31/B	\$ 4,500.00	\$ 124.00	\$ 2,999
VPL-FH60/W	\$ 6,210.00	\$ 155.00	\$ 3,699
VPL-FH60/B	\$ 6,210.00	\$ 155.00	\$ 3,699
VPL-FH65/W	\$ 7,200.00	\$ 180.00	\$ 4,299
VPL-FH65/B	\$ 7,200.00	\$ 180.00	\$ 4,299
VPL-FHZ57/W*	\$ 7,000.00	\$ 198.00	\$ 4,499
VPL-FHZ57/B*	\$ 7,000.00	\$ 198.00	\$ 4,499
VPL-FHZ60/W*	\$ 9,750.00	\$ 244.00	\$ 5,799
VPL-FHZ60/B*	\$ 9,750.00	\$ 244.00	\$ 5,799
VPL-FHZ65/W*	\$ 12,300.00	\$ 308.00	\$ 7,999
VPL-FHZ65/B*	\$ 12,300.00	\$ 308.00	\$ 7,999
VPL-FX500L	\$ 6,000.00	\$ 201.00	\$ 4,999
VPL-FH500L	\$ 9,150.00	\$ 307.00	\$ 7,999
VPL-FHZ700L/W*	\$ 15,750.00	\$ 394.00	\$ 9,999
VPL-FHZ700L/B*	\$ 15,750.00	\$ 394.00	\$ 9,999

*Gov/Edu rebate for VPL-FHZ series is only provided to sales through qualified UXL resellers.

PTZ CAMERAS

Product	Suggested List Price	EDU/HOW/GOV Rebate per unit	Suggested EDU/HOW/GOV End User Price
SRG-120DH	\$2,449.00	\$48.49	\$1,799
SRG-120DU	\$2,449.00	\$48.49	\$1,799
SRG-120DS	\$2,449.00	\$48.49	\$1,799
SRG300H	\$3,099.00	\$61.36	\$2,329
SRG-300H/W	\$3,099.00	\$61.36	\$2,329
SRG-300SE	\$3,849.00	\$76.21	\$2,799
SRG-300SE/W	\$3,849.00	\$76.21	\$2,799
SRG-360SHE	\$4,695.00	\$92.96	\$3,599
BRCH900	\$9,860.00	\$221.85	\$8,749
BRC-H700	\$8,995.00	\$202.39	\$7,299
BRC-Z700	\$6,795.00	\$152.89	\$5,899
BRC-Z330/C	\$3,995.00	\$89.89	\$3,199
BRC-X1000/1	\$11,499.00	\$244.93	\$9,699
BRC-H800/1	\$8,999.00	\$191.68	\$7,599

All SRG and BRC EZ-2-Connect Packages are not eligible models under this pricing program.

TERMS AND CONDITIONS:

Promotion Period:	APRIL 1, 2016 THROUGH MARCH 31, 2017 OCTOBER 1, 2016-MARCH 31, 2017 FOR PTZ CAMERAS
Promotion Description:	Third Party Resellers can receive a rebate from Sony for selling the eligible projector products listed above to EDU / HOW / GOV end user customers during the promotion period of April 1, 2016 through March 31, 2017. Third Party Resellers can receive a rebate from Sony for selling eligible PTZ Cameras listed above to EDU / HOW / GOV end user customers during the promotion period of October 1, 2016 through March 31, 2017. See table on pages 1, 2 and 3 for eligible products and rebate amounts.
Eligible Models:	See table on pages 1, 2 and 3
Inventory:	A stock only
Account Exclusions:	CDW, Insight, and PC Connection are excluded from this promotion.

TERMS AND CONDITIONS (CONTINUED):

<p>Eligible Sales:</p>	<p>Only 3rd Party Resellers who purchase through Professional Audio/Video Distributors may participate in this program.</p> <p>Only sales to end user customers are eligible. Sales/purchases from reseller to reseller, distributors to reseller or to non-end-users are not eligible. Sales to business units affiliated with the reseller’s company are not eligible. Sony reserves the right to reject claims regarding sales that it deems are sales other than to end-user customers.</p> <p>Qualifying end users are:</p> <ul style="list-style-type: none"> • Departments of Education, US Department of Education, State departments of Education • K-12 Elementary and Secondary Schools, Public Schools K-12, Private and Parochial Schools K-12 • Post-Secondary Education, Junior/Community/Technical, Colleges, 4 Year Colleges/Universities, Career and Trade Schools • Graduate and Specialty Schools, Law Schools, Medical/Chiropractic/Dentistry Schools, Optometry Schools, Osteopathic, Vet Schools, Business Schools, Theological Seminary School • Technology and Media Centers • House of Worship • Federal Government • State Government
<p>Claim Process:</p>	<p>To enter a claim, the Third Party Reseller must follow these steps:</p> <ol style="list-style-type: none"> 1. Go to www.sony.com/ypc 2. If not enrolled, complete an enrollment form by clicking on the enroll option on the login page. Select the option to enroll as a 3rd Party Dealer. 3. Find this Bulletin name under “Claim” then click on the program link 4. Complete the online claim form and hit the “Submit” button to process the submission. The processed claim should now have a claim number and will appear on the home page in the claim summary. If the claim has been rejected, refer to “Claim Dispute” below. 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 one of the following methods: <ul style="list-style-type: none"> • Upload the documentation to the Program Connection website. • Fax to: 1.888.437.1923 • Mail to: <p style="text-align: center;">Your Sony Program Connection Reward Headquarters PO BOX 42012 Hazelwood, MO, 63042-1012</p>
<p>Backorder/Future Order:</p>	<p>Only orders shipped and invoiced to end user customers during the promotion period qualify for this promotion.</p>
<p>Submission Deadlines:</p>	<p>All claims must be submitted by the Third Party Reseller on-line within 30 days of the end of the promotion period.</p>

TERMS AND CONDITIONS (CONTINUED):

Paperwork Deadline:	All backup paperwork for claims must be received by the Sony Your Program Connection Reward Headquarters no later than 30 days after the online claim submission deadline. If backup for a claim is not received by Program Headquarters by this date, the claim will be rejected and no Rebate will be awarded.
Audit	Sony has the right to audit all claims. Sony may require Reseller to provide invoices and proof that services were rendered. Failure to provide requested information upon request will result in a debit to the Reseller's account.
Claim Dispute:	Disputes for rejected claims must be resolved no later than 60 days beyond the submission deadline. To dispute a claim, the Reseller should call program HQ toll free at 866-562-0806 or email hq@merprogramconnection.com . In the event of any questions or interpretation of the terms and conditions of this promotion, the decision of Sony will be final.
Claim Payment:	Payment will be in the form of a check the Third Party Reseller. Please allow 30-45 days for payment from the date Sony Your Program Connection Reward Headquarters receives the mailed, faxed or uploaded claim form and the backup paperwork.
Mixing of Promotions:	This promotion may be mixed with other promotions.
Change/Cancellation:	Sony may change or cancel this promotion at any time.

Please contact your Sony Account Manager with any questions that you may have about this promotion.

Good Selling!

Wally Mohri
Product Marketing Manager,
Professional Projectors
Professional Solutions of America
Sony Electronics, Inc.