

FrontRow Audio Spiff Campaign: Fall 2014



- Campaign:** Selected FrontRow resellers will have the chance to earn extra money on sales of FrontRow audio systems.
- Timeframe:** August 1 to December 31, 2014
- Products:** Applies to sales of all Juno (JN-XX), Pro Digital (PD-XX), and ToGo (925SYS-216) unit sales.
- Spiff:**
- Units 1-50: \$50 each
 - Units 51-100: \$75 each
 - Units 101+: \$100 each
- Rules:**
- Applies to sales of Pro Digital, Juno and ToGo packages only.
 - Units tallied are based on company totals, not individual rep totals. So once the company hits next tier, the spiff increases for all.
 - Spiff is paid to individual sales rep, calculated on company unit totals.
 - Spiffs do not qualify for sales made from stocking orders issued prior to August 1st.
 - PO from reseller to FrontRow must be received within the date range of August 1st to December 31, 2014.
 - No other bid pricing or discounts apply.
 - Current pipeline projects are excluded from the spiff. Please see Bobby Clark or Regional Manager for exclusions.
 - Spiff is processed monthly. Please allow 2-3 weeks for receipt of check after processing.
 - If payable to individual, they must complete and return W-9 one time during campaign in order to receive spiff. Failure to return this form may result in no payment or delay in payment.
 - Submit orders with **FALLSPIFF** indicated for proper tracking

To participate in the campaign, both parties agree to the following:

Reseller:

1. Commit to actively working the campaign over the timeframe.
2. Sending 2-3 emails to their customer base between Aug-Nov, with the first going out in August.
3. Independently be able to demonstrate FrontRow audio products to customers.

FrontRow:

1. Help reseller create customized email messages and send them out on reseller's behalf.
2. Email FrontRow customers in reseller's territory to help get appointments
3. Use FrontRow Inside Sales team to support lead follow-up and appointment setting.
4. Limited Time Offer of free Teacher Edition software to stimulate end-user interest

Contacts:

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