



Autumn Advantage HID Stocking Program

September 1 through October 31, 2009

**PHILIPS
ADVANCE**

As you probably know, security, safety and productivity begin with the right amount of quality lighting. That's why you want to have Philips Advance HID replacement ballast kits and electronic HID ballasts on your shelves. Philips Advance HID and eHID ballasts are precision engineered to give you quality lighting and years of reliable performance. Keeping your inventory well stocked means more sales and profits for you — and to help you prepare, Philips Lighting Electronics is back with our very popular HID — and now eHID — rewards program, the *Autumn Advantage*.



Stock up now and earn up to \$300 with Autumn Advantage!

To qualify, simply place a stocking order of Philips Advance qualifying ballasts via the Official Order Form on the back of this brochure, and we'll reward you with American Express Gift Cheques. **Orders must be placed between September 1 and October 31, 2009.** Place as many orders as you would like during the promotion period.

Check out what you can earn when your order qualifies for reward!

REWARD LEVELS	QUALIFYING ORDERS	*PAYABLE IN AMEX CHEQUES
Level A = \$300	Min. 100 units, 6 unique SKUs	Six \$50 AMEX Cheques
Level B = \$175	Min. 60 units, 4 unique SKUs	Three \$50, Plus one \$25 AMEX Cheques
Level C = \$50	Min. 20 units, 2 unique SKUs	One \$50 AMEX Cheque

*Allow 6-8 weeks for delivery of rewards

We also have a special offer lined up for your customers! After you place your first Autumn Advantage stocking order, we'll send you a *free* promotional counter kit containing a factory rebate offer for up to \$50 when your customers purchase Philips Advance HID or eHID ballasts. *(Rebate offer is valid between September 1 and December 31, 2009. Rebate will be awarded based on the **total** of all invoices submitted reflecting the purchase of Philips Advance HID/eHID ballasts. Only one submission per end-user. See rebate form for complete details.)*

Our most popular HID products are the core of the Autumn Advantage. These best-selling ballast kits are proven performers — both in the field and in generating inventory returns.



QuadriVolt™ and 5-TAP™ Replacement Kits

QuadriVolt replacement kit is everything you need for an HID ballast change-out in one box (120/208/240/277V). For maximum versatility stock the 5-TAP™ replacement kit (120/208/240/277/480V).

HPS Reactor Kits

Everything you need for a 120V High Pressure Sodium (HPS) change-out in one box.



VAL-U-PAK™ Plus Ballasts Kits

QuadriVolt™ or 5-TAP™ replacement kit in rugged carry case. Includes system-matched lamp.

In addition to the above HID ballast kits, this year we are proud to announce the addition of Philips Advance eHID ballasts to the Autumn Advantage program.



eVision® Electronic HID Ballasts

Did you know that electronic HID ballasts have been around in the marketplace for 10 years or more? Philips Lighting Electronics offers a full range of Intellivolt® (120-277V) ballasts to serve the rapidly growing replacement market for eHID.

Don't let the Autumn Advantage pass you by!

Get on board to boost your profits this season. Your customers will appreciate getting the ballasts they need and you'll appreciate the rewards!

www.autumnadvantage.com

Claiming your Autumn Advantage Factory Direct Rebate is Easy...

To participate in the Autumn Advantage and receive a factory direct rebate in the form of American Express Gift Cheques, simply:

- Purchase Philips Advance HID or eHID products from a participating stocking distributor displaying this rebate form.
- Complete the rebate form below.
- Mail copies of your invoices (no packing slips or purchase orders allowed) to:

Autumn Advantage Rebate Offer
Philips Lighting Electronics
10275 W Higgins Road
Rosemont, IL 60018



**PHILIPS
ADVANCE**

Total Purchases (\$)

Name _____

Company _____

Street Address _____

City, St, Zip _____

Phone _____

Email _____

Rebate is based on the total of all invoices submitted (at one time) during the promotion period, reflecting the purchase of Philips Advance HID/eHID ballasts. Offer valid one rebate submission per customer. Neither taxes and shipping, nor purchases of any other products besides Philips Advance ballasts shown on the invoice, will be counted toward qualifying dollar totals. Awards will be issued on qualifying invoice totals as determined by Philips Lighting Electronics. Packing slips or purchase orders will not be accepted as valid documentation. Philips Lighting Electronics decisions are final. Claims must be submitted by ballast purchaser shown on invoice. Distributors may not submit claim forms on their customers' behalf. Claims will be honored only on invoices dated September 1–December 31, 2009. Void where prohibited. Claim forms must be postmarked by January 10, 2010. Faxed claim forms will not be accepted. American Express® Gift Cheques will be sent out in January 2010 via FedEx. Street address must be provided for rebate delivery.



Autumn Advantage

Factory Direct Rebate Offer

Safe, reliable, and easy-to-install – that's what makes Philips Advance HID and eHID ballasts the most versatile in the industry. As the days get shorter, it's the perfect time to service your customers' HID lighting needs!

And now we are offering you up to \$50 in American Express® Gift Cheques when you buy Philips Advance's HID/eHID ballasts from a participating distributor. From September 1 through December 31, 2009, you can earn:

- **\$25 rebate on HID/eHID purchases* of \$500-\$899**
- **\$50 rebate on HID/eHID purchases* of \$900 or more**

*Offer limited to one submission per customer. Rebate is based on the total of all invoices submitted (at one time) during the promotion period, reflecting the purchase of Philips Advance HID/eHID ballasts.

Your rewards will be sent directly to you in the form of American Express® Gift Cheques and are yours to be used anywhere American Express® Gift Cheques are accepted. Make sure to claim your rebate today!

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