



2018

SéuraSTAR Reseller Rewards Program

	Silver Reseller	Gold Reseller	Platinum Reseller
QUALIFICATIONS	\$0 - \$15K	\$15K - \$35K or Sales of both Séura TV Mirrors and Séura Outdoor TVs	\$35K + and Sales of both Séura TV Mirrors and Séura Outdoor TVs
PRICING	Séura Dealer Price List	Séura Dealer Price List	Séura Dealer Price List
FREIGHT DISCOUNT	Not Available	Up to \$200 off freight for Outdoor TV shipments*	Free freight to a commercial location with offloading facilities for Outdoor TVs
SMART MIRROR EXCLUSIVITY	Not Available	Access to Séura SMART Mirrors pending 2018 Séura Simple Training	Access to Séura SMART Mirrors pending 2018 Séura Simple Training

Sales Volume

- Based on Dealer orders placed directly with Séura
- Does not include freight
- Acknowledged when the product ships, not when the order is placed or paid for
- If a Dealer fails to meet payment deadlines, Séura reserves the right to adjust their Status Level

New Dealers

- New Séura dealers have an opportunity to achieve Gold Status with an opening order that meets the Gold qualifications and Platinum Status with an opening order that meets the Platinum qualifications.

Dealer Status

Sales volume from January 1 - December 31 of the previous calendar year will determine the Dealer Status Level for the current year.

- Example: Sales from January 1, 2017 - December 31, 2017 will determine the Dealer Status Level for January 1, 2018 - December 31, 2018.

As soon as a Dealer achieves a higher Status Level in a given year, the Dealer is entitled to that Status Level for the remainder of that year.

- Example: A Dealer currently at Silver Status achieves \$15,000 in sales before December 31, 2018. That Dealer is entitled to Gold Status for the remainder of 2018. By default,

that Dealer will also be at Gold Status (or potentially Platinum Status) the following year.

- Séura or Séura Reps will notify Dealers of their Status Level throughout the year.

If a Dealer places an order that meets or exceeds the qualifications required for a higher Status Level, that Dealer will receive the higher Status Level benefits on the qualifying order.

* Freight discount applies to LTL and standard ground shipments