



# Promotion

DATE: APRIL 28, 2006 06-0164

TO: CONFERENCING PRODUCTS DISTRIBUTOR

FROM: ALETA MOELLER

PROMOTION: VIDEO CONFERENCING: DISTRIBUTOR SAMPLE PROGRAM

In response to popular demand, Sony Video Conferencing Group will offer a Distributor Sample Program for 2006. This program will allow distributors to purchase up to two pieces of each Sony Video Conferencing product (main models only) for demonstration purposes at a substantial discount.

**PROGRAM ADVANTAGES:**

- Enables quick and easy demonstrations of the newest Sony Video Conferencing core products to your customers.
- Increases demonstration activity by increasing sample quantities.
- Best of all, receive a 10% discount off published distributor quantity 1 price on purchase of eligible video conferencing sample products.

<b>PROMOTION:</b>		<b>DISTRIBUTOR SAMPLE PROGRAM</b>	
<b>PROMOTION PERIOD:</b>		April 28, 2006 through March 28, 2007	
<b>Products Involved:</b>			
PRODUCT	INVENTORY CLASS	QUANTITY	DISTRIBUTOR DISCOUNT PER UNIT
PCS-1	A	1	10% OFF DEALER 1/QUANTITY 1 PRICING
PCS-1/SCCP			
PCS-G50			
PCS-G70S			
PCS-TL50			
PCS-TL50/SCCP			
PCS-TL30			
PCS-TL30/SCCP			
<b>REQUIREMENTS:</b>			
Complete the attached form, and send in with your purchase order to receive discount on sample product.			

**PROMOTION OF DISTRIBUTOR SAMPLE PROGRAM**  
**BULLETIN #06-0164**  
**Page Two**

**TERMS AND CONDITIONS**

<b>Promotion Period:</b>	April 28, 2006 through March 28, 2007. Orders must be placed, credit cleared and shipped during the promotion period subject to backorder.
<b>Models/Pricing:</b>	Listed above. Accessories are not included in this offer, main models only.
<b>Backorder/Future Order:</b>	If Sony cannot ship a product due to backorder, Sony will make every reasonable effort to quickly fill the orders. Orders will be filled and shipped on a first come first served basis. Orders must be credit cleared and shipped by the 45 <sup>th</sup> day from the end of the applicable promotion period. No future orders will be accepted
<b>Mixing of Promotions:</b>	Cannot be mixed with any other promotions.
<b>Quantity:</b>	Two of each model can be purchased, per distributor location. Applies to main models only listed above.
<b>Change/Cancellation:</b>	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!

Aleta Moeller  
Marketing Manager, IPELA Visual Communications Group  
Broadcast and Business Solutions Company

*You have received this email advertisement because you have indicated a desire to receive communications from Sony Electronics regarding products, promotions, updated information and services.*



VIDEO CONFERENCING DISTRIBUTOR SAMPLE PROGRAM  
BULLETIN #06-0164  
DISTRIBUTOR SAMPLE ORDER FORM  
ORDER PERIOD: APRIL 28, 2006 THROUGH MARCH 28, 2007

Distributor Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Distributor Account #: \_\_\_\_\_

MODEL NUMBER	SAMPLE QUANTITY

My Sony Sales Representative is: \_\_\_\_\_. I hereby agree to the terms and conditions outline in Bulletin #06-0164 as they refer to the Video Conferencing Distributor Sample Program.

\_\_\_\_\_  
Distributor Principal Signature                      Print Name and Title                      Date:

Please complete, sign and return this form to your Sony Account Manager.

\_\_\_\_\_  
Video Conferencing Account Manager Signature                      Print Name                      Date:

Sony Account Managers: Sign and fax this form to the appropriate CSS along with the purchase orders.

Invoice Number: \_\_\_\_\_ Sony CSS: Please forward this form to Bob Wick with invoice number.