

# Interlogix Security Pro

## Pro Points Guide

### **Pro Points Overview**

Interlogix awards Pro Points to qualifying Security Pro members at a rate of 1 Pro Point for every dollar that is spent on Interlogix qualifying products. Security Pro members at the Gold, Platinum, and Diamond levels are eligible to receive Pro Points. Qualifying products include Intrusion, Life Safety, Video, Access and Smart Home products, either purchased directly from Interlogix or through Interlogix authorized distributors. Pro Points are earned only on purchases made while a company is a member of the Interlogix Security Pro program. Pro Points may be redeemed for the reimbursement of certain sales and marketing expenses or certain expenses associated with attending the Interlogix Partner Conference. Pro Points will be awarded to qualifying Security Pro members each month based on purchases made the previous month. Pro Points will be deducted for product returns. Pro Points are eligible for redemption throughout the Program Year and expire on December 31st following the completed Program Year.

Guidelines for usage and redemption of Pro Points are outlined below. All capitalized terms not defined herein shall have the meanings assigned to them in the Security Pro Program Terms and Conditions.

### **Co-op Credits**

Interlogix encourages Security Pro members to engage in sales and marketing activities that promote their capabilities as an Interlogix Security Pro dealer. To offset a portion of the expenses, Interlogix will contribute cooperative marketing funds (co-op) toward specific types of sales and marketing expenditures, in the form of product credits, which can be applied toward future Interlogix equipment purchases.

Note: Program members are responsible for making sure they use the correct Interlogix and Security Pro logos in accordance with the Security Pro Program Terms and Conditions and all logo usage guidelines. Current logo files and logo/branding usage guidelines can be found on the Interlogix Security Pro portal.

### **Using Pro Points for Co-op Expenses**

Security Pro members may use Pro Points toward co-op credits. The conversion rate of Pro Points to co-op credit is: 100 Pro Points = \$1.00 in co-op credit.

### **Allowable Co-op Expenses**

This section outlines the types of expenses that qualify as reimbursable co-op expenses. Please note that some expense types require pre-approval. Also, some expense types have a limit on how much co-op credit can be used for that type of expense.

### ***Co-op Expenses Not Requiring Pre-approval***

The following items do not require pre-approval in order to be eligible for co-op reimbursement. However, please note that while pre-approval is not required, Interlogix has the right to review and approve/disapprove any and all co-branded materials created or used by a dealer which bear any of Interlogix's Licensed Marks (as defined in the Security Pro Program Terms and Conditions).

- **Co-Branded Sales & Marketing Literature:** As a Security Pro member, you may add your company name, logo and contact information to select Interlogix marketing literature available on the Security Pro portal. Creation and printing of such materials is eligible for co-op reimbursement.
- **Interlogix Training:** Tuition for Interlogix-conducted training courses is eligible for co-op reimbursement. Related travel expenses such as air, car, hotel, and meals **are not eligible** for reimbursement. Security Pro members who host an Interlogix training by an Interlogix Representative at their facility may request reimbursement for the catering charges for Security Pro member's employees who attend the training.
- **Interlogix Demo Product:** Interlogix products used for demonstration purposes in field sales and showroom applications in a Security Pro member's facilities are eligible for co-op reimbursement, not to exceed \$3,000 per Program Year.
- **Interlogix Promotional Items:** Promotional co-branding with the Security Pro member's company logo and the Security Pro logo is eligible for co-op reimbursement, not to exceed \$3,000 per Program Year. Promotional items include, but are not limited to: shirts, hats, bags, window stickers, and yard signs.

### ***Co-op Expenses Requiring Pre-approval***

The items noted below require pre-approval in order to be eligible for co-op reimbursement. Pre-approval shall be obtained by submitting a request via the Pro Point Redemption Tool located on the Security Pro portal.

- **Advertising:** The following types of advertising are eligible for co-op reimbursement. In all instances, the Interlogix and Interlogix Security Pro names and logos must be used in accordance with the Security Pro Program Terms and Conditions and logo usage guidelines. Competitive products may not appear in the same promotional or advertising material. Please submit a proof showing how the logo will be used along with the co-op pre-approval request via the Pro Point Redemption Tool located on the Security Pro portal.
  - Newspaper and magazine advertising about Interlogix products is eligible and must include the Interlogix or Interlogix Security Pro logo or the tagline "Interlogix Security Pro dealer".
  - Internet advertising is eligible provided the logo appears no smaller than 1/16 the screen size or the ad includes the tagline "Interlogix Security Pro dealer".
  - TV advertising is eligible provided the logo appears no smaller than 1/16 the screen size for a minimum of one second or the ad includes the tagline "Interlogix Security Pro dealer".
  - Radio advertising is eligible provided the ad is about Interlogix products and includes the tagline "Interlogix Security Pro dealer."
  - Window and vehicle decals are eligible and may be ordered through the designated Interlogix Security Pro authorized vendor – KB Graphics ([www.kbgraphics.com](http://www.kbgraphics.com)).
- **Direct Mail & E-Mail Campaigns:** Direct marketing via US/Canadian mail and e-mail that features and promotes Interlogix products is eligible for reimbursement. Competitive products may not appear in these campaigns.

- **Website Development:** Creation of website content that specifically promotes Interlogix products and the Security Pro program is eligible for co-op reimbursement, not to exceed \$5,000 per Program Year.
- **Customer Events & Sponsorships:** Customer events and event sponsorships such as trade shows used to promote and sell Interlogix products are eligible for co-op reimbursement. Please provide a brief description explaining how the event/sponsorship will promote your capabilities as a Security Pro member when completing the Pro Point Redemption form located on the Interlogix Security Pro portal. Events and sponsorships are not required to take place in the current calendar year; however, the expense must be paid by the dealer in the current year in order to be eligible for reimbursement.

### **Pre-approvals & Reimbursements for Co-op Related Expenses**

Approved reimbursements shall be made back to the Security Pro member in the form of a credit memo to their Interlogix direct purchase account or a credit to the Security Pro member's designated Interlogix authorized distributor. Copies of credit memos will be sent to the requesting Security Pro member. **Security Pro members may redeem available Pro Points for reimbursement of up to 50% of eligible co-op expenses.**

Pre-approvals and reimbursement requests shall be submitted via the Pro Point Redemption Tool located on the Security Pro portal.

Please allow at least two weeks for processing of pre-approval requests.

### **Pro Point Redemption Requests for Co-op Expenses Must Include:**

1. A physical copy of the actual item such as designer layout, tear sheet, tape, or video.
2. Copies of invoices, clearly showing the date and cost of the item and proof the bill has been paid.
3. Copy of the "approved" pre-approval form if the expense is for advertising, direct mail/email campaign, website development or a customer event.
4. Confirmation of where the credit memo should be issued (Interlogix authorized distributor).

### **Partner Conference Credits**

Interlogix encourages Security Pro members to attend the annual Interlogix Partner Conference. To offset a portion of the cost of attending the conference, Interlogix allows Security Pro members to redeem Pro Points for certain conference-related expenses. Redeemed Pro Points will be credited to Security Pro members in the form of product credits, which can be applied toward future Interlogix equipment purchases.

Note: See Interlogix Security Pro Program Terms and Conditions, Exhibit A for certain partner conference benefits extended to Platinum and Diamond level members by virtue of their program status.

### **Using Pro Points for Partner Conference Expenses**

Security Pro members may redeem Pro Points for partner conference credits. The conversion rate of Pro Points to partner conference credits is: 300 Pro Points = \$1.00 in partner conference credit.

### **Allowable Partner Conference Expenses**

The following expenses are eligible for reimbursement using partner conference credits: conference registration fees, hotel accommodations while attending the conference (maximum of four nights) and travel expenses to and from the conference (reimbursement not to exceed \$500 per traveler). Partner conference credits may only be used for qualifying expenses incurred by employees of the Security Pro member company. Pre-approval via the Pro Point Redemption Tool is not required when redeeming partner conference credits for qualifying Interlogix Partner Conference-related expenses.

### **Redeeming Partner Conference Credits**

Redeeming partner conference credits shall be done using the Pro Point Redemption Tool located on the Interlogix Security Pro portal. Approved reimbursements shall be made back to the Security Pro member in the form of a credit memo to their Interlogix direct purchase account or a credit to the Security Pro member's designated Interlogix authorized distributor. Copies of credit memos will be sent to the requesting Security Pro member. **Security Pro members may redeem available Pro Points for reimbursement of up to 100% of eligible Partner Conference expenses.**

### **Pro Point Redemption Requests for Partner Conference Expenses Must Include:**

1. Copies of receipts from hotels, clearly showing the dates of stay.
2. Travel itinerary and receipts, clearly showing the destination and dates of travel.
3. Confirmation where the credit memo should be issued (Interlogix authorized distributor).

### **Pro Point Redemption Deadline**

Correct submittal of all required items must be made by 5:00 p.m. Pacific time on December 31st, 2019. Funds not properly requested by the cutoff date will be lost. Improper or incomplete reimbursement requests will not be reimbursed.

### **Additional Program Rules**

- Security Pro members must be in compliance with their existing program purchase commitments or goals and be current on their Interlogix direct account, if applicable.
- Logo usage must be in accordance with the Security Pro Program Terms and Conditions and current Interlogix and Security Pro Name and Logo Usage Guidelines.
- For multi-branch operations, Pro Points are accrued by and remitted to the main office.

### **Pro Points Information for Your Company**

Security Pro members can find their Pro Points balance on the Interlogix Security Pro portal.

### **Please Note**

Unused Pro Points that exist at the end of the year will not be rolled over to the next year.