

## Frequently Asked Questions

**Q. How do I receive my listing as a participating distributor on the official campaign website?**

A. Place a SEPARATE qualifying promotional stock order FOR EACH LOCATION that will be participating in the promotion and INCLUDE THE PROMOTION KIT MODEL NUMBER. Orders will be traced off this model number. If you require central purchasing, work with your Lutron Representative to ensure that all promotional kits are shipped to participating locations and that those locations are listed on the site.

**Q. How many of my locations will be listed on the campaign website?**

A. One listing per qualifying promotional order. Please refer to the previous question for details.

**Q. When will my listing appear on the campaign website?**

A. The site will go live at the start of the contractor entry period on October 1, 2014. Orders entered by 5:00 p.m. EST on September 29, 2014 that include the promotion kit model number will appear when the site goes live. Orders entered on September 30 will be added to the site by end of business on October 2.

**Q. Will I be charged freight for my \$350 qualifying order if I submit my order via fax?**

A. No — for this promotion, the fax order minimum for prepaid freight has been lowered to \$350. The promo kit model number MUST be included on the order for freight to be waived. Lutron continues to encourage and allow promotional orders to be placed via EDI and DIMS, which offer lower minimum orders for prepaid freight.

**Q. How can I submit on behalf of my contractors?**

A. At the close of each month, you can send Lutron entries on behalf of your contractor customers who purchased qualifying sensors. Entries can be submitted via email and should include: the completed official entry template (must use provided format), copies of invoices/proof of purchases for each contractor listed in the template, and signed entry form from each contractor accepting the contest Official Rules. Contractors MUST accept the Official Rules before they can be entered to win. Lutron or a third-party administrator may contact you for any incomplete information.

**Q. Why do the promotional materials say there is “no purchase necessary to enter or win?”**

A. Sweepstakes law requires that a no purchase necessary method of entry be offered when there also exists the element of chance (like a random drawing) and the awarding of a prize. No purchase necessary entries will be limited to mail-in entries only and strictly regulated.

# Contractors **Win** with Lutron Sensors™

## **Q. Does purchasing more sensors increase a contractor's chance of winning?**

A. A single entry associated with a purchase has an equal chance of being drawn as a single entry submitted through the “no purchase necessary” method of entering. Winners will be chosen through a random drawing. Statistically, those who submit more entries have greater odds of being selected at random.

## **Q. Can I also run a promotion to my customers?**

A. Lutron encourages you to promote its contest in tandem with other initiatives; activities related to this promotion can be funded using your Lutron MDF funds. However, Lutron does prohibit the alteration of its official contest materials to suggest that additional prizes or other rewards are being sponsored by Lutron.

## **Q. How can I market the Contractors Win with Lutron Sensors promotion?**

A. As part of your qualifying order, you will receive a campaign promo kit for your location, including a hanging banner and a counter easel with entry form tearpad. Additionally, you have access to a range of digital marketing materials through your Lutron Representative.

These materials include:

- An editable promo flyer that can be printed out or emailed to customers
- An editable email template
- An editable postcard that can be printed and used as an invoice stuffer
- Banner ads to advertise on your website

Ask your Lutron Rep or refer to the campaign brochure for more ideas on how you can promote this contest.

## **Q. How will Lutron market the promotion?**

A. Lutron is committed to reaching electrical contractors and creating demand for you. Lutron will be executing a promotional campaign that includes trade advertising, direct mail, and email — all designed to drive contractors to their local participating distributor. Participating distributors will be listed on [WinWithLutronSensors.com](http://WinWithLutronSensors.com).

# Contractors **Win** with Lutron Sensors™

## **Q. Will I be contacted if one of my customers wins a prize?**

A. Yes, after all winners have been notified and officially accept their prize, you will be notified. This notification is scheduled to occur after March 1, 2015. Should you wish to participate in the awarding of the Caséta™ Wireless product prizes to a grand or regional prize winner who purchased their winning sensor from you, your Lutron EW Energy salesperson and/or rep will work with you to coordinate the prize announcement and awarding.

## **Q. Will winners be required to pay taxes on their awards?**

A. Both the grand and regional prize winners will be required to pay income taxes on the value of the prizes that they receive. The total percentage due in taxes may vary based on each individual winner's tax bracket. For the grand prize winners, a cash reward has been included as part of the travel award that the winners can choose to put toward offsetting their tax liability.

## **Q. When will the winners be announced?**

A. The drawing will occur within 30 days of the close of the entry period and winners will be announced after March 1, 2015 following official acceptance of the prizes by all winners.

## **Q. What will Lutron do with the entry data?**

A. All entry forms, both online and mail-in, include an opt-in box, allowing entrants to opt-in to receive email communications from Lutron. Lutron will send emails to those who choose to opt-in to communications.

## **Q. Which products qualify for this promotion?**

A. Qualifying products include all Maestro® in-wall sensors, as well as all Radio Powr™ Savr wireless occupancy/vacancy sensors. All other Energi TriPak® products (such as wireless load controls) are excluded from this contest. For a complete list of qualifying model numbers, please see your Lutron representative.