

The Philips logo is displayed in a white rounded rectangle with a dark red bottom section. The background of the entire advertisement is a photograph of a park with trees in autumn foliage and a black street lamp.

Lamps and Ballasts

Autumn Advantage

Stock up and  
**earn AMEX**  
**rewards today!**

September 1 through October 31, 2015

# Autumn Advantage an overview

Meet your customers' HID lamp and ballast needs by stocking up on Philips lamps and Philips Advance Ballasts this Fall! You'll reap the profits from selling these products and earn American Express® Gift Cards for you and your team!

**From September 1 through October 31, you can earn up to \$150 in American Express® Gift Cards for qualifying orders of:**

## **Energy Advantage CDM lamps featuring AllStart technology**

- Simple retrofit and the perfect solution for indoor and outdoor applications.
- Long lasting lamp which translates into reduced maintenance and recycling costs.
- Provide energy savings without compromising light quality.
- Operate on both probe start and pulse start magnetic ballasts while not requiring a ballast change

## **Ceramalux HPS lamps featuring ALTO lamp technology**

- Low mercury so they pass the EPA's TCLP test for non-hazardous materials
- Long life of up to 24,000 hours rated average life and a high efficacy up to 140LPW.
- Ideal for industrial applications, warehouses, post top applications and parking lots.

**From September 1 through October 31, you can earn up to \$250 in American Express® Gift Cards for qualifying orders of:**

## **Ballast replacement kits**

- One of the most installer-friendly kits on the market, featuring pre-wired components and industry-exclusive pre-insulated input voltage leads

## **VAL-U-PAK Plus kits**

- Includes a system-matched lamp and provide the complete package needed to service an HID fixture.

Read through this brochure for details on how to participate so you can **start earning your American Express® Gift Cards today!**

Want to learn more? Visit [www.philips.com/AutumnAdvantage](http://www.philips.com/AutumnAdvantage) for promotion details, downloads and the online claim form.

You can also contact your Philips Sales Representative or [PhilipsLightingUS1@philips.com](mailto:PhilipsLightingUS1@philips.com) with any questions on the program.

# To qualify, it is as easy as 1-2-3!



## Stock up on lamps and **earn up to \$150** in American Express® Gift Cards.

1. Place a stocking order of Philips Energy Advantage CDM Lamps with AllStart Technology and/or Ceramalux HPS Lamps featuring ALTO Lamp Technology<sup>2</sup>. through customer service, TradeLink or EDI.
2. Mark your purchase order with the promotion code: "**Autumn**". This code is not required for orders placed through EDI or Tradelink.
3. Submit your completed official lamp Autumn Advantage promotion claim form through one of the following three options to qualify for your AMEX rewards:
  - Submit online claim form
  - Fax 1-855-638-1522
  - Email PhilipsLightingUS1@philips.com

Reward levels	Qualifying orders	Payable in AMEX gift cards <sup>1</sup>
Level A = \$150	Minimum of 120 lamps Energy Advantage Lamps or 600 Ceramalux Lamps <sup>2</sup>	Six \$25 AMEX Gift Cards
Level B = \$75	Minimum of 60 lamps Energy Advantage Lamps or 300 Ceramalux Lamps <sup>2</sup>	Three \$25 AMEX Gift Cards
Level C = \$25	Minimum of 24 lamps Energy Advantage Lamps or 120 Ceramalux Lamps <sup>2</sup>	One \$25 AMEX Gift Card



## Stock up on ballasts and **earn up to \$250** in American Express® Gift Cards.

1. Place a stocking order of Philips Advance HID ballast replacement kits and/or VAL-U-PAK Plus HID lamp and ballast replacement kits<sup>2</sup> through customer service, Inside Advance or EDI.
2. Mark your purchase order with the promotion code: "**Autumn**". This code is not required for orders placed through EDI or Inside Advance.
3. Submit your completed official ballast Autumn Advantage promotion claim form through one of the following three options to qualify for your AMEX® rewards:
  - Submit online claim form
  - Fax 1-855-638-1522
  - Email PhilipsLightingUS1@philips.com

Reward levels	Qualifying orders	Payable in AMEX gift cards <sup>1</sup>
Level A = \$250	Minimum of 100 units, 6 unique SKUs <sup>2</sup>	Five \$50 AMEX Gift Cards
Level B = \$150	Minimum of 60 units, 4 unique SKUs <sup>2</sup>	Three \$50 AMEX Gift Cards
Level C = \$50	Minimum of 25 units, 2 unique SKUs <sup>2</sup>	One \$50 AMEX Gift Card

You must submit the attached promotion claim form separately in order to receive your rewards.

1. Allow 6-8 weeks after the end of the promo for delivery of rewards. Gift cards only available while supplies last.
2. All lamps/ballasts must be ordered in full carton quantities to qualify for reward. Lamps and Ballasts will be invoiced separately as normal course of business.

# Lamp Autumn Advantage promotion claim form

Promotion period: September 1 through October 31, 2015

For Official Rules, please

visit [www.philips.com/autumnadvantage](http://www.philips.com/autumnadvantage)

Allow 6-8 weeks after the end of the promo for delivery of rewards.

Gift cards available while supplies last.

Submit this lamp Autumn Advantage promotion claim form through one of the following ways:

- Enter this form information online at [www.philips.com/autumnadvantage](http://www.philips.com/autumnadvantage)
- Submit this form by email to [PhilipsLightingUS1@philips.com](mailto:PhilipsLightingUS1@philips.com)
- Submit this form by fax to 1-855-638-1522

## Choose your reward

- Level A - \$150 in AMEX® Gift Cards**  
Requires purchase of 120 or more AllStart Lamps or 600 or more Ceramalux Lamps<sup>2</sup>
- Level B - \$75 in AMEX® Gift Cards**  
Requires purchase of 60 or more AllStart Lamps or 300 or more Ceramalux Lamps<sup>2</sup>
- Level C - \$25 in AMEX® Gift Cards**  
Requires purchase of 24 or more AllStart Lamps or 120 or more Ceramalux Lamps<sup>2</sup>

## Please indicate how you placed your order

- Customer Service       EDI       TradeLink

## Reward ship to:

Account No. \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Purchaser \_\_\_\_\_

E-Mail \_\_\_\_\_

P.O. Number \_\_\_\_\_

Date \_\_\_\_\_

Reward Recipient \_\_\_\_\_

## Energy Advantage CDM lamps with AllStart Technology

Product No.	Ordering Code	Watts	Bulb/Finish	Carton Qty.	Unit Qty.
411066	CDM145/U/M/4K/BD17 EA AllStart	145	ED17/Clear	12	
413203	CDM145/C/U/4K/ED17 EA Allstart	145	ED17/Coated	12	
411074	CDM145/U/O/4K/ED28 EA AllStart	145	ED28/Clear	12	
413195	CDM145/C/U/O/4K/ED28 EA Allstart	145	ED28/Coated	12	
232561	CDM205/U/O/4K EA AllStart	205	ED28/Clear	12	
236927	CDM205/C/U/O/4K EA AllStart	205	ED28/Coated	12	
419374	CDM260/U/O/4K ED28 EA AllStart	260	ED28/Clear	12	
419366	CDM260/C/U/O/4K ED28 EA AllStart	260	ED28/Coated	12	
411058	CDM330/U/O/4K/ED28 EA AllStart	330	ED28/Clear	12	
421776	CDM330/V/O/4K/LL EA AllStart	330	ED37/Clear	6	
232595	CDM330/U/O/4K EA AllStart	330	ED37/Clear	6	
236935	CDM330/C/U/O/4K EA AllStart	330	ED37/Coated	6	
421792	CDM860/V/O/4K EA AllStart	860	BT56/Clear	6	
421784	CDM860/V/O/4K EA AllStart	860	BT37/Clear	6	

**Total unit quantity**

## Ceramalux HPS Lamps featuring ALTO lamp technology

Product No.	Ordering Code	Watts	Bulb/Finish	Carton Qty.	Unit Qty.
368720	C100S54/ALTO	100	ED23½ /G,S (376)	12	
368746	C150S55/ALTO	150	ED23½ /G,S (370, 376)	12	
368795	C250S50/ALTO	250	ED18½ /G,S (376)	12	
368811	C400S51/ALTO	400	ED18½ /G,S (376)	12	

**Total unit quantity**

**Official Use Only**

Order Release # \_\_\_\_\_

2. All lamps/ballasts must be ordered in full carton quantities to qualify for reward. Lamps and Ballasts will be invoiced separately as normal course of business.

# Ballast Autumn Advantage Promotion claim form

Promotion period: September 1 through October 31, 2015

For Official Rules, please

visit [www.philips.com/autumnadvantage](http://www.philips.com/autumnadvantage)

Allow 6-8 weeks after the end of the promo for delivery of rewards.

Gift cards available while supplies last.

Submit this ballast Autumn Advantage promotion claim form through one of the following ways:

- Enter this form information online at [www.philips.com/autumnadvantage](http://www.philips.com/autumnadvantage)
- Submit this form by email to [PhilipsLightingUS1@philips.com](mailto:PhilipsLightingUS1@philips.com)
- Submit this form by fax to 1-855-638-1522

## Choose your reward

- Level A** - \$250 in AMEX® Gift Cards  
Requires purchase of 100 or more qualifying ballast kits assorted over at least 6 SKUs
- Level B** - \$150 in AMEX® Gift Cards  
Requires purchase of at least 60 qualifying ballast kits assorted over at least 4 SKUs
- Level C** - \$50 in AMEX® Gift Cards  
Requires purchase of at least 25 qualifying ballast kits assorted over at least 2 SKUs

## Please indicate how you placed your order

- Customer Service     EDI     Inside Advance

## Reward ship to:

Account No. \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Purchaser \_\_\_\_\_

E-Mail \_\_\_\_\_

P.O. Number \_\_\_\_\_

Date \_\_\_\_\_

Reward Recipient \_\_\_\_\_

## HID Ballast Replacement Kits

Lamp Type	Watts	Input Voltage	Core & Coil Type	Catalog Number	Unit Qty.
Low Wattage MH	50	120/277	High Reactance	71A5181-001D	
	70	QuadriVolt		71A5191-001D	
	100			71A5292-001D	
	150			71A5390-001D	
			CWA	71A5492-001D	
				71A5493-500D	
Probe Start MH	175	QuadriVolt	CWA	71A5570-001D	
	250	QuadriVolt		71A5770-001D	
		5-TAP		71A5750-001D	
	400	480/120T		71A6041-001D	
		QuadriVolt		71A6071-001D	
	1000	5-TAP		71A6051-001D	
		QuadriVolt		71A6572-001	
	1500	5-TAP		71A6552-001	
480		71A6742-001			
			71A6772-001		
Pulse Start MH	175	QuadriVolt	CWA	71A5593-001D	
	250	5-TAP		71A5752-001D	
		QuadriVolt		71A5792-001D	
	320	QuadriVolt		71A5892-001D	
		350		QuadriVolt	71A5993-001D
	400	480/120T		71A6042-001D	
		5-TAP		71A6052-001D	
	750	QuadriVolt		71A6092-001D	
5-TAP		71A6452-001D			
1000	5-TAP	71A6553-001			
High Pressure Sodium	70	120	Reactor	71A7907-001DB	
		QuadriVolt	CWA	71A7971-001D	
	100	120	Reactor	71A8007-001DB	
		QuadriVolt	CWA	71A8071-001D	
	150	120	Reactor	71A8107-001DB	
		480/120T	CWA	71A8142-001D	
	QuadriVolt	71A8172-001D			
	250	QuadriVolt	71A8271-001D		
		5-TAP	71A8251-001D		
	400	480/120T	71A8443-001D		
		QuadriVolt	71A8473-001D		
	1000	5-TAP	71A8453-001D		
QuadriVolt		71A8773-001			
			71A8753-001		

Total unit quantity

## VAL-U-PAK Plus HID lamp and ballast replacement kits

Lamp Type	Watts	Input Voltage	Kit Type	Catalog Number	Unit Qty.
Low Wattage MH	100	QuadVolt	High Reactance Core & Coil Kit w/ Lamp	77L5390-001D <sup>3</sup>	
Probe Start MH	175	QuadVolt	CWA Core & Coil Kit w/ Lamp	77L5570-001D	
	250	5-TAP		77L5750-001D	
	400	5-TAP		77L6051-001D	
	1000	5-TAP		77L6552-001	
High Pressure Sodium	150	QuadVolt	CWA Core & Coil Kit w/ Lamp	77L8172-001D-MOG	
	250	5-TAP		77L8251-001D	
	400	5-TAP		77L8453-001D	

Total unit quantity

Quad = 120/208/240/277V

5-TAP = 120/208/240/277/480V

Val-U-Pak PLUS = Individual carton and system-matched lamp

3. Contains clear mogul base ceramic pulse start metal halide ED23.5 lamp designed as a white light replacement for low wattage HPS

NOTE: All ballasts must be ordered in full carton quantities to qualify for reward

### Official Use Only

Order Release # \_\_\_\_\_

# Philips Autumn Advantage HID Stocking Program

## Promotion Terms and Conditions

**Eligibility:** The Philips HID Autumn Advantage Promotion (the "Promotion") is open only select Philips Distributors and their Branches which have an active account status with Philips Lighting North America Corporation; and are located in and do business in the United States and Puerto Rico ("Qualified Distributors"). Participating Qualified Distributor branches should check as to whether they may be subject to company policies relative to participation of the company or its employees in trade promotions. Void where prohibited by law or internal company policy.

**Promotion duration and description:** The Promotion will run from September 1, 2015 - October 31, 2015 (the "Promotion Period"), or while supplies last. The Promotion is a sales incentive program in which Qualified Participants can receive Prizes based on their purchases of Qualifying Products.

**Qualifying products:** The qualifying products for the "Program" are listed on the Official Autumn Advantage Order Form (the "Order Form"). Qualifying products include select HID Ballast Replacement Kits, Val-u-Pak Plus Kits, Philips Ceramalux HPS lamps featuring ALTO lamp technology and Energy Advantage CDM lamps with AllStart technology.

**To participate:** A participating Qualified Distributor branch needs to place their qualifying stocking order for Qualifying Products to customer service, TradeLink or Inside Advance during the Promotion Period. The customer must also submit the order form through fax (1-855-638-1522), email ([philipslightingus1@philips.com](mailto:philipslightingus1@philips.com)) or on-line at [www.philips.com/autumnadvantage](http://www.philips.com/autumnadvantage). Alternatively, the order can be placed via EDI, but a Qualified Participant must still submit the order form and state that the stocking order was placed via EDI. Qualified Participant can earn American Express® Cards in \$25 or \$50 denominations which corresponds to the appropriate requirement level as listed on the Order Form. The gift card total will depend on the number and assortment of Qualifying Products purchased.

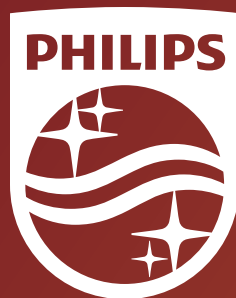
**Prizes / Approximate Retail Values (ARVs):** Qualifying orders for Energy Advantage CDM Lamps with AllStart Technology and Philips Ceramalux HPS lamps featuring ALTO lamp technology will receive American Express® cards at the approximate retail value of \$25.00, \$75.00, or \$150.00 in \$25 denominations. Qualifying orders of HID Ballast Replacement Kits and Val-u-Pak Plus Kits will receive American Express® cards at the approximate retail value of \$50.00, \$150.00, or \$250.00 in \$50 denominations. The gift card value is dependent on the number and assortment of Qualifying Products purchased as listed on the Order Form. American Express® Cards will be sent via regular mail. Qualified Participants can expect to receive their gift cards approximately six to eight (6-8) weeks after the completion of the program on October 31, 2015. Sales are subject to verification by Philips Lighting Co. Additional documentation may be requested. While supplies last.

**Claim restrictions:** No cash alternative or prize substitutions will be allowed.

**General:** By participating in the Promotion, participants agree to be bound by these Official Rules and the decision of the Sponsor that shall be final and binding in all matters relating to the Program. Participants further agree to release, discharge and hold harmless Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, agents and representatives and its respective officers, directors and employees from and against, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and/or bodily injury, or property damages, due in whole or in part, directly or indirectly, to participation in the Program or any Program -related activity, or from participants' acceptance, receipt, possession and/or use or misuse of any gift card or other prize. The Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, agents and representatives, its respective officers, directors and employees are not responsible for and shall not be liable for: (a) inaccurate transcription of submissions, or for any human error which may occur in the processing of sales data; (b) lost, late, illegible or incomplete submissions; or (c) any condition caused by events beyond control of Sponsor, that may cause the Program to be disrupted or corrupted. If, for any reason whatsoever, this Program, in Sponsors' sole opinion, is not capable of running as planned, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend this Program or any portion. All decisions of the Sponsor shall be final in regard to any matters relating to the Promotion.

**Governing law / jurisdiction:** The Promotion will be governed by the laws of the State of New Jersey without regard to its choice of law or conflict of laws principles. Any and all disputes arising out of or connected in any way with the Program will be resolved individually and exclusively by final and binding arbitration administered by the American Arbitration Association (AAA) conducted before a sole arbitrator and held in New Jersey. Arbitrator's decision shall be controlled by these Official Rules and shall apply only to the individual initiating the dispute. Arbitrator shall not have the power to award special, consequential, incidental, punitive or other similar damages.

**Sponsor:** Philips Lighting North America Corporation, 200 Franklin Square Dr., Somerset, NJ 08873



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