

2012 Premier Program Guide

Optimizing performance for success



Make the most of your energySM

Schneider
Electric[™]

Introduction to Schneider Electric

Premier Planning Guide

Dear Premier Distributor,

We are all too aware how the sputtering economy has taken a 'one-two' punch on many of our distributors. Now, more than ever, we need to employ efficiencies in our day-to-day business practices that will allow us to cut costs while continuing to operate at peak performance levels, especially in the areas of customer satisfaction.

Our Premier Program is created to help our distributors do just that. The 2012 program elements will continue to support our distributor's over-all profitability with financial rewards such as the quarterly and annual rebates, co-op and training funds, optimized return privileges, and twice the Rebated Inventory Credit Assistance Program benefit level as a non-Premier distributor.

Planning for effective use of the Premier Program benefits becomes even more critical to success. I encourage you to use the Schneider Electric on-line Channel Guide (www.schneiderelectricchannelguide.com) to create an overall distributor business plan early in the new year and maximize the many benefits of our 2012 Premier Program.

For 2012, we have added some new ways for you to earn Premier Activity Points. A new type of inventory review was added, the Special Pricing Agreement (SPA) Report/Review, which examines the products sold as part of an SPA. Under Marketing/Advertising, points can be earned in several new ways like utilizing printed advertisements, having an article or press release published, adding the Schneider logo to your company vehicles, listing your business in a search engine and adding your business profile to a social network.

Thank you for your continued commitment to the Premier Program and remember to plan ahead. Your Schneider Electric representative can assist you in determining the most effective way to spend your co-op dollars and in choosing and completing the activities that best fit your business plan and objectives.

Best regards,



Bill Snyder
Vice President, Channel Development

Table of Contents

Premier Program details

- Program agreement.....5
 - » Core product list.....5
- Premier benefits table.....6
- Premier strategy overview.....7
- Plan to maximize7

Premier enrollment guidelines

- Enrolling in the program.....8
- Withdrawing from the program9
- Escrow9

Premier Activity Rewards

- Premier Activity Rewards overview10
- Premier Activity Points target10
- Earning Premier Activity Points10
- Converting Premier Activity Rewards into dollars.11
 - » Individual participation11
 - » Group participation12
- Premier Activity submission13
- Reward payout14
- Premier Activities14

Premier Activity reference

- Schneider Electric-led activities15
- Channel-led activities.....18

Table of Contents

Premier Co-op funds

- Premier Co-op funds overview24
- Before making an expenditure of Co-op funds.....24
- Customer-focused promotional campaigns and activities25
 - » Advertising25
 - » Customer promotional activities.....25
 - » Customer relationship activity25
 - » Distributor-funded internal incentive25
 - » Merchandise.....26
 - » Preferred vendors for Schneider Electric merchandise26
 - » Operational/infrastructure27
- Training.....27
- Key training resources27
- Product and customer conversions28
- Ansira concierge services28
- Submitting a Co-op claim28
- Submitting a Co-op claim for reimbursement.....28
- Receiving payment for Co-op claims28

Premier Program guidelines-at-a-glance

- Participation29
- How to convert points to reward funds.....29
 - » Individual participation29
 - » Group participation.....29
- Premier Activity submission30
- Reward payout.....30

Contacts..... 31

[Premier Program details]

> Program agreement

To participate in the Premier Program, a distributor agrees to:

- Stock, service, and sell Premier core products as their sole line for all electrical distribution, control, and automation products. A distributor may not inventory, sell, or quote any competitive brand.
- Maintain a sufficient inventory of Schneider Electric products. Assistance in building this inventory is available from the local Schneider Electric sales office.
- Continuously improve customer service through training, merchandising, and promotions to enhance the value of Schneider Electric products to the customer.

Any violation of this agreement may result in the loss of Premier status and the suspension of Premier benefits.

Premier benefit calculations will be based on all purchases of Premier-qualified products, shipped into stock via normal shipping terms purchased at non-proposal pricing.

Some Schneider Electric product lines may be incomplete or fail to meet local codes and/or the buying practices of the local market. Where Schneider Electric is not able to meet these needs, a Premier distributor is permitted to work with the local Schneider Electric sales office to continue to inventory any necessary competitive items. All product exceptions require the prior approval of Schneider Electric sales management and the channel development organization.

When a new product reaches Premier core status, distributors will be required to stock and sell the product solely within six months, or they may be withdrawn from the Premier Program.

Should a distributor quote or sell a competitive line, Schneider Electric reserves the right to terminate the distributor from the Premier Program and/or revoke all awarded funds and privileges.

2012 Premier core product list

Electrical distribution equipment

- Load centers
- Combination devices
- Metering equipment
- Safety switches
- PowerLogic™ and Powerlink™
- Surge protection devices
- Miniature and molded case circuit breakers
- Masterpact™ circuit breakers
- Operating mechanisms and disconnect switches
- RTI panelboards
- Assembled panelboards*
- Switchboards*
- Integrated power and control solutions (IPaCS)*
- LV/MV motor control centers*
- Busway*
- Busway plug-in units
- LV transformers
- Power transformers*
- LVDO switchgear*
- Metal clad/enclosed switchgear*

Automation

- PLCs and software
- Drives

Motor control equipment

- NEMA/IEC starters and contactors
- Control transformers
- Soft starts

Logic control equipment

- Push buttons and operator interfaces
- Relays and timers
- Limit switches
- Pressure, vacuum, and float switches

*Premier core products excluded from the Premier benefits calculation

[Premier Program details (cont.)]

> Premier benefits table

Benefit	Eligibility	Calculation method	Disbursement method
Quarterly rebate 1.5% of Premier-qualified purchases shipped in the previous quarter	Begins accruing immediately following authorization by the Schneider Electric channel development organization and is held in escrow until competitive lines are phased out.	1.5% of Premier-qualified purchases shipped in the previous quarter.	Check is issued 20 to 25 business days after the close of each quarter.
Co-op fund Up to .75% of annual Premier-qualified purchases	Established distributors will have Co-op funds deposited in their Premier and Tuition account at the beginning of the year. New distributors, see enrollment guidelines on page 8.	Established Premier distributors' Co-op funds are calculated based on their participation in the Premier Activity Reward Program. The maximum reward is .75% of annual Premier-qualified purchases. Funds will expire December 31 in the year in which they are awarded.	Reimbursement checks are issued monthly to distributors for qualifying claims submitted in the previous month.
Training fund Included in the Co-op fund	See Co-op Fund Overview on page 24.	At least 15% of the distributors' total Co-op fund award must be used to train and develop distributors' employees as outlined in the training section of this resource guide.	Qualified training expenses are deducted from the Co-op fund.
Annual rebate .75% of annual Premier-qualified purchases	Established distributors will receive an Annual Rebate at the end of each year.	Calculations based on distributors' participation in the Premier Activity Reward Program. The maximum reward is .75% of annual Premier-qualified purchases.	Paid as an annual check at year end.
Premier program return privileges benefit	Return allowance allocated at the beginning of each year.	5% of through-stock purchases for previous year.	Limit of four returns per year, subject to the Terms and Conditions.
Rebated inventory credit Assistance program (RICAP) benefit	To qualify, an account's previous year annual rebates must be ≥5% of total into stock business. To enroll, an account must, <ul style="list-style-type: none"> • be a full line distributor • be in good credit standing • be active and in production on electronic rebates and electronic payment • sign an enrollment form 	Quarterly by account issued on a percentage of total rebates for previous three months on standard product. (Flow goods, regular stock material, etc.) 60% of previous three months rebates for Premier distributors.	Credit issued quarterly by credit memo on the first working day of the quarter (Statement Credit). A corresponding debit memo for the same amount will be issued on the last working day of the same quarter, which is due by the 15th of the first month of the following quarter. Purchasers must electronically transfer funds so that the payment is in our bank by the 15th of the month.



Completing and submitting the Action Items section of the Distributor Business Plan in Channel Guide with your planned Premier Activities is worth 10 Premier Activity Points.

[Premier Program details (cont.)]

> Premier strategy overview

Premier distributors realize increased profitability through the operational efficiencies provided by carrying a single line. Selling one line reduces operating expenses such as inventory, infrastructure, training and advertising and allows the distributor's staff to focus their efforts on promoting and selling their core product line.

The main objective of the Premier Activity Rewards is to support distributors in their development of a profitable, growing business.

> Plan to maximize

Creating an overall distributor business plan in the beginning of the year can help maximize program rewards and increase sales. Not only does completing an activity earn points toward financial rewards, but it can also attract new customers, close sales, and increase profitability.

The activities are specific actions from key business areas designed to contribute to a distributors' overall profitability including training, promotions, customer focus, and operations.

Efficient allocation of Co-op funds is also an integral part of a good Premier strategy. Well-managed funds can be reinvested into distributors' businesses by funding Premier Activities. A Co-op funded promotional activity can immediately increase customer traffic and sales. Investments in training activities will prove their value over time. Well-managed funds are those that support a balance of short-term and long-term investments.



Schneider Electric recommends that 75% of the available Co-op funds be allocated early in the year to drive business tactics as part of our mutual business plan objectives.

[Premier enrollment guidelines]

> Enrolling in the program

When a distributor commits to the Premier Program, the distributor must submit a Premier Program qualification form to the local Schneider Electric sales office. Once approved, the distributor immediately begins participating in many of the Premier Program benefits. However, receipt of some of these benefits may be delayed based on the conditions noted below.

Premier distributors start earning the quarterly rebate immediately after joining the program. The Premier quarterly rebate will be held in escrow up to 12 months until the distributor notifies the Schneider Electric sales office that all competitive products have been removed from their location. When this occurs, the funds will be released and paid with the next quarter's rebate check.

Eligibility for participation in the Premier Activity Rewards Program begins immediately. New Premier distributors can earn the maximum Activity Reward Points based on their target. The Premier Activity Reward will be based on total points earned and qualifying sales made as a Premier distributor.

As with the quarterly rebate, Premier Activity Rewards, which include Co-op funds and the annual rebate, may be held in escrow until the distributor notifies the Schneider Electric sales office that all competitive products have been removed.

For new Premier distributors, their branch will receive a Co-op fund award of \$200 per month for the next twelve months, starting with the month the branch joins the Premier Program.

For instance, a branch that joins the Premier Program in April would receive \$1,800 Co-op funds in that year (\$200 per month x 9 months remaining in the year) and then \$600 in the next year (\$200 per month x 3 months). As with any Co-op funds, these funds must be used in the year awarded. The award for the year following enrollment will be calculated based on the branch's first year of participation in the Premier Activity Rewards Program during the previous year.

In addition, any Premier activity annual rebate earned will be paid at the end of the year, assuming escrow has ended.

Premier return privileges will be awarded in the next calendar year after a distributor joins the Premier Program.

[Premier enrollment guidelines (cont.)]

> Withdrawing from the program

If a distributor should choose to withdraw from the Premier Program, the distributor must notify the local Schneider Electric sales office in writing. Upon the notice date of termination, the distributor is no longer eligible to receive any Premier benefits.

If a distributor is found to be in violation of the Premier Program agreement, their quarterly rebate will be held in escrow for 60 days until they reconfirm their commitment to the program to the satisfaction of Schneider Electric. If the distributor rejoins the Premier Program, all Premier benefits will resume.

> Escrow

A distributor may be placed in escrow when they join the Premier Program until all competitive lines have been removed and full program compliance has been met. Distributors can also be placed in escrow if they are in violation of program guidelines. When funds are placed in escrow, all Premier benefits are suspended.

A distributor in escrow will still be able to earn Premier rebates. However, the rebates will not be released until the distributor has been removed from escrow. Co-op claims will also be suspended while a distributor is in escrow.

All rebates and claims will be released when the distributor returns to full compliance with the program guidelines. All escrow rebates and Co-op claims suspended for longer than 12 months will be forfeited. All escrow rebates and Co-op claims will be forfeited if a distributor is permanently removed from the Premier Program.

[Premier Activity Rewards]

> Premier Activity Rewards overview

Premier distributors are eligible for a total program payout of 3 percent of Premier-qualified purchases. This payout includes the 1.5 percent quarterly rebate and a 1.5 percent Premier Activity Reward. The Premier Activity Reward will be awarded as Co-op funds (.75 percent) to be reimbursed the next year and a year-end rebate (.75 percent) to be issued at the beginning of the year.

The Premier Activity Rewards are determined by the distributor's level of participation in Premier Activities and each branch's Premier-qualified purchases. Each Premier distributor will earn Premier Activity Points over the course of the year by participating in Premier Activities. The maximum program reward is 1.5 percent of Premier-qualified purchases, which can be attained by earning enough points to reach your target.

> Premier Activity Points target

The normal target for the year is 150 Premier Activity Points. However, as of last year, the target has been lowered for smaller distributors who participate as an individual branch location. Those participating as a "Group" will still have a target of 150 Premier Activity Points per branch. The distributor size is based on the net sales from the previous year and is the same measurement that is currently used in the Operational Efficiency Rebate Program.

- Extra-small: net sales ≤ \$500,000 have a target of 110 Premier Activity Points
- Small: net sales > \$500, 000 and ≤ \$1,000,000 have a target of 130 Premier Activity Points
- All others: have a target of 150 Premier Activity Points

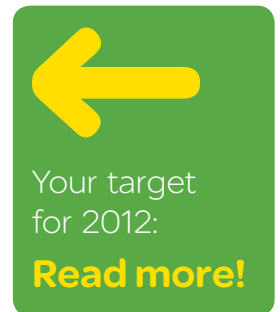
> Earning Premier Activity Points

Each Premier Activity has a point value. Points can be earned through any combination of Premier Activities throughout the year and can be earned through:

- Individual participation
- Group participation

Some Premier Activity Points are automatically awarded. These automatically awarded activities are categorized as Schneider Electric-led activities. For Channel-led activities, distributors still need to submit the required documentation for each activity using the online Co-op Claim and Activity Reporting Tool to receive points. Please review the Premier Activity Reference on page 15 for additional activity information and descriptions.

Activities need to be submitted within 90 days of the activity occurring. Activities submitted after 90 days will not be counted towards the Activity Reward.



[Premier Activity Rewards (cont.)]

> Converting Premier Activity Rewards into dollars

Individual participation

Distributors can earn up to their points target, which represents a reward of 1.5 percent of their Premier-qualified purchases. The Premier Activity Rewards will be awarded as a combination of Co-op funds and a Premier Activity rebate. The rewards will be allocated in January of the next year.

The first half of the points earned will be converted to Co-op funds for the next year. Additional points earned (up to the target) will be awarded as the Premier Activity rebate. A distributor who attains their target in points will receive Co-op funds equaling .75 percent of Premier-qualified sales, as well as a Premier Activity rebate equaling .75 percent of Premier-qualified sales.

Example 1: Distributor earns 100 points and their target is 150.

$$\begin{aligned} \text{Co-op dollars: } & 75 / 150 = .5 \\ & .5 \times 1.5\% \times \$2,000,000 \text{ (Premier-qualified purchases)} \\ & = \$15,000 \\ \text{Annual rebate: } & (100-75) / 150 = .167 \\ & .167 \times 1.5\% \times \$2,000,000 \\ & = \$5,000 \end{aligned}$$

Example 2: Distributor earns 60 points and their target is 150.

$$\begin{aligned} \text{Co-op dollars: } & 60 / 150 = .4 \\ & .4 \times 1.5\% \times \$2,000,000 \text{ (Premier-qualified purchases)} \\ & = \$12,000 \\ \text{Annual rebate: } & \text{points less than 75} \\ & = \$0 \end{aligned}$$

Example 3: Distributor earns 70 points and their target is 110.

$$\begin{aligned} \text{Co-op dollars: } & 55 / 110 = .5 \\ & .5 \times 1.5\% \times \$400,000 \text{ (Premier-qualified purchases)} \\ & = \$3,000 \\ \text{Annual rebate: } & (70-55) / 110 = .136 \\ & .136 \times 1.5\% \times \$400,000 \\ & = \$816 \end{aligned}$$

[Premier Activity Rewards (cont.)]

> Converting Premier Activity Rewards into dollars (cont.)

Group participation

Distributor chains have the option to combine Premier branches together to participate in Premier Activity Rewards as one group. This may be desirable for accounts that share inventory among several branches, or coordinate sales and marketing activities through one main branch.

To participate as a group, please advise your business plan owner by March 31. Your business plan owner will then coordinate with the Premier Program manager. When participating as a group, the group can earn up to 150 points for each Premier location included in the group. The Premier Activity Reward calculation for the group will be calculated based on the grouped Premier locations' combined Premier Activity Points and the combined Premier-qualified purchases for all participating Premier branches. The points are calculated as follows:

1. Premier Activity Points for the entire group are added together and converted into a points percentage based on a potential earning of 150 points per branch.

Example: If Branch A earned 130 points, Branch B earned 150 points and Branch C earned 90 points, they have a combined total of 370. The group had the combined potential to earn 450, so they earned 82% of their points.

2. The points percentage is then multiplied by the maximum reward percentage, 1.5 percent.

Example: $1.5\% \times 82\% = 1.2\%$.

3. The final reward percentage is then multiplied by the group's combined Premier-qualified purchases.

Example: If Branch A sold \$1,000,000, Branch B sold \$900,000 and Branch C sold \$850,000, they have a combined total of \$2,750,000. $1.2\% \times \$2,750,000 = \$33,000$ Total Premier Activity Reward.

Note: Non-Premier branches within the same chain cannot participate in activities to earn Premier Points, contribute toward Premier-qualified purchases, or receive Premier Rewards. Any violation of this activity could result in discontinuation of the Premier Program for the entire chain.

[Premier Activity Rewards (cont.)]

> Premier Activity submission

1. To qualify for Premier Activity Points, all Premier Activities must be completed in that calendar year and must be submitted within 90 days of the activity occurring. The last day to submit an activity will be January 9 of the following year. Activities submitted after 90 days or after January 9 for the fourth quarter of the previous year will not be awarded.
2. Only the Premier Activities listed in this Premier Planning guide can be submitted for points. The online Co-op Claim and Activity Reporting Tool must be used for submission, and all required documentation and activity details for each action must be included for the activity to be approved, except for Schneider Electric-led activities that are automatically reported upon completion and do not require a form or documentation. The minimum requirements listed for each activity must be met in order to receive points.
3. A Schneider Electric business plan owner must approve each Channel-led activity submitted. Schneider Electric reserves the right to deny points for any Activity Reporting Form that is submitted with insufficient documentation or for an activity that does not meet the program guidelines.
4. If a request is refused for the reasons listed above, the Schneider Electric business plan owner for the account will be notified at the end of the month in which the Activity Reporting Form is submitted.
5. Current status is available on www.sqdsepremier.com.
6. If a Premier Activity applies to more than one branch (e.g., participating in a trade show), then all branches can submit an online Activity Reporting Form for that activity. One form is required per branch. If participating as a group of branches, one form can be used but must list every branch that participated in the activity. A submitted activity will not automatically be applied to every branch. All required documentation must be submitted.
7. If an event overlaps two separate activities (e.g., an inventory review leads to new product being introduced in a branch, or a training class is part of the development of a staff specialist), the distributor may request points for two separate activities provided the minimum requirements for each activity is met and all necessary documentation is received.
8. In cases where multiple manufacturers are part of a Premier Activity (e.g., customer training events), the Schneider Electric focus must meet the minimum participation level for each activity.

[Premier Activity Rewards (cont.)]

> Reward payout

1. All Activity Reporting Forms must be submitted online within 90 days of the activity occurring and by January 9. The final Premier Activity Points total will be calculated at that time and no adjustments will be made thereafter.
2. The first half of the Premier Activity Points earned (based on a distributor's target) will be used to determine the distributor's Co-op funds. The maximum Co-op award is .75 percent of Premier-qualified purchases.
3. The second half of the Premier Activity Points earned (based on a distributor's target) will be paid as a year-end Premier Activity rebate check for the branch and sent to the primary Premier contact. The maximum Premier Activity rebate is .75 percent Premier-qualified purchases.
4. Both the rebate check and the Co-op award will be paid individually to each branch (whether participating as an individual location or within a group) unless otherwise specified by the distributor. Please contact your local Schneider Electric sales office to make this notification.
5. The Co-op funds earned through Premier Activity Rewards must be claimed during the following year and will be subject to the rules of the current Schneider Electric Premier Program. Any remaining Co-op funds will expire per the terms of the current Premier Program.

> Premier Activities

The Premier Activities are separated into two categories: Schneider Electric-led and Channel-led activities.


Schneider Electric-led activities are driven and administered by Schneider Electric. The activities in this category (distributor training courses, inventory management, and marketing promotions) are developed by Schneider Electric and the points are automatically awarded by Schneider Electric. This classification was developed to make it even easier to complete Premier Activities and earn rewards.


Channel-led activities are driven by the unique needs of the individual Premier branch locations or group locations. These activities can be customized to align with overall business goals and areas of focus. Points will be rewarded for channel-led activities upon receipt of these online forms. This classification was developed to provide the opportunity to tailor the Premier Program and the activities to best fit local needs. Premier Activities have been separated into three new categories: knowledge management, customer development, and stock sales performance. Please review the Premier Activity reference section of this guide for additional activity information and descriptions.

[Premier Activity reference]

> Schneider Electric-led activities

Actions Items in the Distributor Business Plan

 10 points per location


 No cost

The Action Items section of the Distributor Business Plan should be completed to outline the Premier Activities and utilization of Co-op funds for the year. This planning is an integral part of the new Channel Guide tool.

The Distributor Business Plan in the Channel Guide includes a section to enter action plans for each selected Premier Activity, as well as the Co-op dollar expenditure anticipated for that activity. The completed list is designed to help our Premier distributors create a road map focusing Premier Co-op fund investments on activities designed to profitably grow their businesses.

Minimum requirement: By the end of the first quarter, use the Action Items section in the Distributor Business Plan to plan for enough Premier Activity Points to reach your target of 110, 130, or 150 points.

EDI transaction sets

 10 points per transaction set added

 Co-op funding for programming costs

This activity rewards a distributor for becoming more electronically efficient with Electronic Data Interchange (EDI). For each new EDI transaction set up, tested and moved into production with Schneider Electric, 10 Premier Activity Points will be rewarded. Eligible EDI transaction sets for this activity are the:


- 850 Purchase order
- 810 Invoicing
- 820 Payment/Remittance
- 845 Price authorization
- 867 Product transfer


Co-op details: Co-op reimbursement is available for costs associated with the programming.

Minimum requirement: Each new EDI transaction must be set up, tested, and moved into production with Schneider Electric.

Knowledge management

Schneider Electric self-paced Distributor Training Course

 4 points per person

 100% Co-op reimbursable

A staff member completes a self-paced paper workbook or electronic training module offered on the Schneider Electric Distributor Learning Center.

Co-op details: 100% Co-op reimbursement is available for Schneider Electric self-paced training courses. This cost will be deducted from your Co-op balance and the Premier Reward Points will be awarded to you upon completion of the course.


Minimum requirement: Complete and pass the course.

[Premier Activity reference (cont.)]

> Schneider Electric-led activities (cont.)

Knowledge management (cont.)

Off-site instructor-led training course

 7-12 points per course

 100% Co-op reimbursable


A staff member attends and completes a Schneider Electric-sponsored course at an off-site location.

- Earn 7 points per person for a class of less than three days
- Earn 12 points per person for a class of three or more days

Co-op details: 100% Co-op reimbursement.

Minimum requirement: A minimum of six hours of training must be completed and any tests must be passed.

WebEx or STN broadcast participation

 2 points per person

 No cost


Online, WebEx, and STN training hosted by Schneider Electric is awarded 2 points per participant.

Minimum requirement: Attendance for the full broadcast or WebEx.

Customer development

Schneider Electric-sponsored promotion

 10-20 points per promotion

 100% Co-op reimbursable

Participate in a promotion created by Schneider Electric and managed by a Schneider Electric sales representative or local distributor branch management. The sales promotion can be an internal sales incentive or an external customer sales promotion. Premier Reward Activity Points will be automatically awarded when the materials are purchased from Schneider Electric.


- Earn 10 points per promotion lasting one to two months
- Earn 20 points per promotion lasting more than two months

Co-op details: 100% reimbursement for any costs involved in participating in a Schneider Electric-sponsored promotion.

Minimum requirements: The promotion must be 100% Schneider Electric focused and at least one month in duration. Distributors must actively participate in the promotion and meet any participation requirements.

Stock sales performance

VMI participation

 10 points per year

 No cost

For distributors participating in Schneider Electric's Vendor Managed Inventory (VMI) Program, 10 points can be earned after enrolling in the program and meeting participation requirements for a minimum of six months.


Minimum requirements: Enrolled and meeting participation requirements of the VMI program for a minimum of six months before points are awarded.

[Premier Activity reference (cont.)]

> Schneider Electric-led activities (cont.)

Stock sales performance (cont.)

VMI Inventory Reviews

 10 points per review


 No cost


Participate in a Vendor-Managed Inventory review, during which your VMI account manager will review inventory metrics, what to add, what to return, and what is selling in your territory that you may want to stock at your location(s).

10 points for each inventory review conducted with an individual branch throughout the year (2X annually for a maximum of 20 points).

Minimum requirement: Participate in a VMI review. If multiple branches participate, each branch is eligible for Premier Activity Points. The points will be awarded once your assigned Schneider Electric VMI account manager conducts the review and marks the review as complete in Channel Guide.

Assisted Inventory Management (AIM) (for Non-VMI distributors)

 10-15 points per review

 No cost


Participate in an Assisted Inventory Management (AIM) review using your current on-hand/on-order information as the basis for the report. Your local Schneider Electric representative will review inventory metrics, what to add, what to return, and what is selling in your territory that you may want to stock at your location(s).

10 points for each inventory review conducted with an individual branch throughout the year (2X annually for a maximum of 20 points).

5 points for providing a purchase order number reflecting the addition of new product SKUs as a result of doing the inventory review (2X annually for a maximum of 10 points).

Minimum requirement: Participate in an AIM review. Points are awarded by branch. The 10 points will be awarded once the Schneider Electric employee who conducts the review indicates its completion in Channel Guide and the 5 points will be rewarded when the resulting PO# is included in Channel Guide or is sent via email to the Inventory Team (InventoryTeam@us.schneider-electric.com).

Special Pricing Agreement (SPA) Report/Review (for any distributor)

 10 points per review

 No cost

Participate in a Special Pricing Agreement (SPA) review in which a report is generated to determine Schneider Electric catalog numbers that you have rebated via a Special Price Agreement within the last 6–12 months but do not currently have on hand in your inventory.

- Any catalog numbers included on a SPA should be stocked at your location.
- Compliance is determined by factoring the percent of items you have on hand that were rebated via a SPA in the last 6–12 months.

5 points for completing review with your sales rep or Channel sales engineer (once annually)

5 points for 80% compliance or above (once annually)


Minimum requirement: Participate in the SPA review with your local sales rep or Channel sales engineer. Points are awarded by branch. The 5 points will be awarded once the Schneider Electric employee conducting the review indicates its completion in Channel Guide and the extra 5 points will be rewarded when Schneider Electric verifies the 80% compliance.


[Premier Activity reference (cont.)]

> Channel-led activities

Knowledge management

Train a staff member as a Schneider Electric product line specialist

 10 points per specialist

 100% Co-op reimbursable


This activity is designed to reward a distributor for focusing a staff member on selling a particular line of Schneider Electric drives and automation or control products. It is intended for distributor staff moving into a new position or area of expertise that significantly expands their product knowledge and skills. Earn 10 points per trained product line specialist, capped at two specialists for a total of 20 points.


Co-op details: Co-op reimbursement is available for all eligible training costs associated with training the product line specialist. Any small incentives provided to the product specialist as part of an internal sales incentive program may also be eligible for Co-op reimbursement.

Minimum requirement:

- The employee must participate and be considered an expert by the distributor's Schneider Electric Business Plan owner
- When submitting online for this activity, the employee's name, title or position, and description of their daily duties must be included in the comments
- 25% of the trained product line specialist's time must be dedicated to the Schneider Electric product line
- The product line specialist must conduct four hours of training for the branch
- Activity points will be awarded only after training requirements are met

On-site instructor-led training course

 5-10 points per course

 100% Co-op reimbursable

A distributor hosts a Schneider Electric-focused training course at the distributor location. For on-site training, points are awarded per course, not per participant. A Schneider Electric product line specialist must conduct the training.

A Schneider Electric employee must be present and approve the event.


There is no limit on points earned for completing on-site, instructor-led training.


- Earn 5 points per course for five or fewer attendees
- Earn 10 points per course for more than five attendees

Co-op details: Co-op reimbursement is available for costs associated with the training, including necessary training materials, demo equipment, or costs for food provided during "Lunch and Learn" training.

Minimum requirement: There is no minimum attendance requirement.

Off-site instructor-led training course

 7-12 points per course

 100% Co-op reimbursable

A staff member attends and completes an applicable and approved, non-Schneider Electric-sponsored course at an off-site location.

- Earn 7 points per person for a class of less than three days
- Earn 12 points per person for a class of three or more days

Co-op details: 100% Co-op reimbursement. See "Training" in the Premier Co-op funds section, page 27.


Minimum requirement: A minimum of six hours of training must be completed and approved by your Schneider Electric sales representative.

[Premier Activity reference (cont.)]


> Channel-led activities (cont.)

Customer Development

Conduct customer training

 10 points per event for 5-10 attendees.

20 points per event for more than 10 attendees


 100% Co-op reimbursable


Conduct customer training with the primary focus to teach customers about Schneider Electric products and services. This training may be conducted on site, at a trade show or at a customer's location. The distributor may conduct the training with Schneider Electric representatives or by themselves.

Co-op details: 100% Co-op reimbursement is available for any demo equipment used in the training session.

Minimum requirement: A minimum of five customers must participate in the training. The training event can be combined with training on other products from other manufacturers, but at least 50% of the training agenda must be dedicated to Schneider Electric products.

Convert a new customer


 5 points per customer


 No direct Co-op association

Convert a new customer, currently buying a competitive line, to buying a Schneider Electric product line.

Minimum requirements: Must result in \$2,500 annual Schneider Electric sales from that customer. Products must be provided from local distributor inventory. The \$2,500 in sales can be achieved through multiple sales transactions, but the distributor must convert the new customer and achieve \$2,500 in sales with that customer before submitting the activity.

Host customer promotional activity

 10 points per activity


 50% Co-op reimbursable


Host a customer event such as a trade show or open house. This activity is designed to promote Schneider Electric products or solutions. There may be a training or promotional element to the customer event that can be submitted as a secondary activity.

Co-op details: 50% Co-op reimbursement is available for expenses incurred with hosting a customer event. The reimbursement level will be pro-rated when multiple manufacturers are included in the promotion.

Minimum requirement: A minimum of ten customers must attend, and at least 50% of the event must be Schneider Electric focused.

Host customer relationship event

 5-10 points per event

 50% Co-op reimbursable

Host an event with targeted customers to strengthen and grow your Schneider Electric business. Common examples are sporting or recreational activities.

- Earn 5 points for multiple vendor events, capped at four events for a total of 20 points
- Earn 10 points for Schneider Electric only events, capped at two events for a total of 20 points

Co-op details: 50% Co-op reimbursement is available for expenses incurred with hosting a customer event. The reimbursement level will be pro-rated when multiple manufacturers are included in the event. A maximum of 25% of a branches Co-op funds can be used in this category.


Minimum requirement: A minimum of ten customers must attend.


[Premier Activity reference (cont.)]

> Channel-led activities (cont.)

Customer development (cont.)

Distributor-created promotion

 10-20 points per specialist

 100% Co-op reimbursable

Develop and deploy a campaign to drive sales of Schneider Electric products. The promotion must target specific customers and products and the results must be measurable.


- Earn 10 points for a promotion that runs for one to two months
- Earn 20 points for a promotion that runs more than two months

Co-op details: 100% Co-op reimbursement is available for all expenses incurred with a sales promotion, including prizes, advertising, and administration expenses. The reimbursement level will be pro-rated when multiple manufacturers are featured in the promotion.

Minimum requirements: The campaign must be at least 50% Schneider Electric focused, at least one month in duration, and include a minimum of twenty-five customers.

Customer mailing

 10 points

 100% Co-op reimbursable

Send a mailer to the distributor's Schneider Electric customer base, highlighting a Schneider Electric product or service opportunity.

- Product mailers should be targeted at customers who present a sales opportunity for a featured product
- The mailer may promote new distributor capabilities, such as an expanded inventory or a new location opening
- The local Schneider Electric sales office must approve the mailer before it is sent to customers
- Completing a customer mailing can be done with a few mouse clicks at www.sepod.com. This option offers a large variety of direct mail pieces that can be customized and mailed directly to an uploaded mailing list
- A distributor may design their own mailer
- **Email is also allowed, following the same process**

10 points are awarded for customer mailing featuring Schneider Electric exclusively or including Schneider Electric with multiple companies.

Customer mailing activity is capped at four mailers for 40 points.

Co-op details: 100% Co-op reimbursement is available for a customer mailing featuring Schneider Electric products only. Pro-rated reimbursement ($100\% \div X$) for all elements involved in any customer mailing in which multiple companies are involved.


Minimum requirement: The mailer must be sent to at least 50 customers per branch. Each company included in the mailing is considered one customer, even if multiple copies are sent to that company. A copy of the mailer must be included in the request for activity points sent to Ansira (formerly NSI).

[Premier Activity reference (cont.)]

> Channel-led activities (cont.)

Customer development (cont.)

Marketing and advertising [Changed]

 5 points per advertisement

 No Co-op funding

Promote Schneider Electric products and solutions through various marketing and advertising options and be rewarded with five Premier Activity Points. Marketing and advertising options include but are not limited to:

- On-hold phone recordings – must highlight Schneider Electric products and/or solutions, (not just mention the Schneider Electric name or display its logo) and must be used for a minimum of one month
- Web-based advertisements – must highlight Schneider Electric products and/or solutions (not just mention the Schneider Electric name or display its logo) and must be used for a minimum of one month
- Promotional videos in the counter area – must be videos from Schneider Electric and must run for a minimum of one month. Schneider Electric videos can be accessed through R R Donnelly CustomPoint online literature ordering system using the link on your My Schneider Electric home page
- Print advertising like the yellow pages, trade press, and local publications – must highlight Schneider Electric products and/or solutions and not just mention the Schneider Electric name or display its logo. A copy or screen print of the ad must be included in the submittal for points.
- Set up a free listing for your business in search engine local directories – this can be done at Google.com/local/; Bing.com/local/; and listings.local.yahoo.com/
- Set your business profile or page up on LinkedIn, Facebook, or Twitter
- Send out press releases about your business to local newspapers, radio stations, cable TV stations, and magazines whose audiences are likely to be interested in buying what you sell. The release must include information on Schneider Electric and the submittal for points must include a copy of the press release and the media in which is was used
- Write an article that demonstrates your expertise in your field and have it published – send it to non-competing newspapers, magazines, and websites in your field that accept submissions from experts. The article must include information on Schneider Electric and the submittal for points must include a copy of the published article
- Have the Schneider Electric logo professionally painted on the side of your company's trucks or other vehicles – include a picture of the vehicle with the ad in your submittal for points

Marketing/Advertising activities are capped at five activities from the list above and only one submittal per type of activity for a maximum of 25 points in the calendar year.


Co-op details: 100 percent reimbursement for any marketing/advertising activities that promote Schneider Electric only and pro-rated reimbursement for any that feature more than one company. This applies to the marketing/advertising costs only and does not include general business costs.

[Premier Activity reference (cont.)]

> Channel-led activities (cont.)

Stock sales performance

Stock new products


 10 points per product line

 No Co-op funding

Stock and sell a new line of Schneider Electric products not currently stocked or sold. The products can be from similar product categories but cannot be simply different classifications of the same product. For example, if you are currently stocking QO115 circuit breakers, increasing your stock with QO120 circuit breakers does not qualify as stocking new products. However, stocking a new range of safety switches would apply. Adding a new product line because an existing line was obsolete, is not eligible, i.e., NQOD to NQ.

Minimum requirement: Stock an additional \$5,000 in Schneider Electric products. The \$5,000 minimum order can be met by placing multiple stock orders, but all orders must be completed within a one-month timeframe.

Sell new product lines to an existing customer

 5 points per customer


 No Co-op funding

Expand Schneider Electric sales with an existing customer. This must be accomplished by selling product categories not previously purchased by the existing customer. This activity is designed to recognize the distributor who promotes a wide range of Schneider Electric products and ensures that Schneider Electric product is used for all viable customer needs.

Minimum requirements: Must result in an additional \$1,000 annual Schneider Electric sales to the customer in new products the customer has not purchased from the distributor in the past. Products must be provided from local distributor inventory. The \$1,000 in sales can be achieved through multiple sales transactions, but the distributor must achieve \$1,000 in new sales with the existing customer before submitting the activity.

Schneider Electric-focused product display

 10 points per display

 100% Co-op reimbursable

Maintain and update a counter area or demo room with significant Schneider Electric presence. The display should contain information on the latest opportunities, promotions, products, or services. A counter display or demo room must be evaluated quarterly to recognize new products or new customer opportunities. Limit one display per year.

Co-op details: 100% Co-op reimbursement is available for all demo equipment costs.


Minimum requirement: Display or demo room must be in effect all year. A branch may not claim both a display area and a demo room.

[Premier Activity reference (cont.)]


> Channel-led activities (cont.)

Stock sales performance (cont.)

Distributor-created internal incentive program

 10 points, for any program of two months or less.

20 points for any program over two months

 100% Co-op reimbursable

The distributor creates and deploys an internal sales incentive program that is intended to increase sales of Schneider Electric products. The incentive program can include all personnel who contribute to Schneider Electric sales, including inside sales and outside sales. This activity is capped at two programs for a total of 20–40 points.

- Earn 10 points per program lasting one to two months
- Earn 20 points for a program lasting over two months

Co-op details: 100% reimbursement for all reasonable expenses incurred.

Minimum requirement: Promotion must be 100% Schneider Electric-focused and at least one month in duration.

[Premier Co-op funds]

> Premier Co-op funds overview

Distributors can earn Co-op funds as part of the Premier Activity Rewards. These funds support distributors' business activities by assisting with the cost of training, advertising, and promoting Schneider Electric products. They may also be used to offset investments in a distributor's infrastructure.

Each eligible activity has a pre-determined reimbursement level, up to 100 percent of the total cost. Distributors should consult their local Schneider Electric business plan owner prior to any Co-op fund expenditures.

Co-op funds expire on December 31 in the year they are awarded. To maximize the value of your Co-op funds throughout the year, consider opportunities for using Co-op funds during your business planning process. You can view your current Co-op fund balance online at www.sqdsepremier.com.

The following Co-op fund guidelines apply:

- All expenditures of Co-op funds must be Schneider Electric focused and designed to drive sales or improve customer service. We reserve the right to exercise discretion in reimbursement of Co-op expenditures that are not in the best interest of Schneider Electric.
- Co-op funds are valid until December 31 of the year they are awarded. All claims must be received by Ansira (formerly NSI) within 90 days of activity completion and no later than January 9 of the following year in order to be processed with the previous year's funds.
- Merchandise apparel that is not directly part of a promotion must be purchased by September 30 of the current year, and must also be received by Ansira by January 9 of the following year.
- The Schneider Electric business plan owner responsible for the branch location must approve all claims submitted to Ansira. The online claim form must be used to submit claims for Co-op fund expenditures and the business plan owner will automatically be notified for approval after the claim is submitted.
- 15% of each distributor's Co-op funds are reserved for distributor training.



Co-op funds are valid until December 31 of the year they are awarded.

> Before making an expenditure of Co-op funds

1. Consult your local Schneider Electric business plan owner prior to conducting the activity. Your business plan owner will be able to advise on all activities related to the use of Co-op funds, including recommending appropriate training, sponsoring customer events, and consulting on promotions. The business plan owner can also confirm that the planned activity is eligible for reimbursement. Co-op fund expenditures should be in the best interest of Schneider Electric and the distributor.
2. Verify your available Co-op funds on www.sqdsepremier.com.
3. Verify the reimbursement rate for each activity. See the reimbursement guidelines on pages 25–28 to verify reimbursement levels for eligible expenses.

Note: Non-Premier branches cannot use Premier co-op funds earned by the Premier branches in their chain. Any violation of this activity could result in discontinuation of the Premier Program for the entire chain.

[Premier Co-op funds (cont.)]

> Co-op spending categories

Advertising

Eligible advertising activities include newspaper and television advertising, Yellow Pages and local directory advertisements, point-of-purchase material, and outdoor signage. Advertising is intended to be a customer-focused activity, and does not include general business costs, such as business cards, company vehicles, or staff uniforms. The reimbursement guidelines are as follows:

- 100% reimbursement for any advertising that promotes Schneider Electric only. For example, signage or advertising that features only Schneider Electric products.
- Pro-rated reimbursement ($100\% \div X$) for any advertising that features more than one company. For example, a trade publication advertisement that features four different companies, including Schneider Electric, is eligible for 25% reimbursement ($100 \div 4$ companies). All advertising must be approved by Schneider Electric.

Customer promotional activities

Eligible promotional activities include all elements of an overall sales promotion, including expenses related to communication, promotion administration, giveaways, and prizes. Examples of these elements include producing customer mailings, processing sales contest entries, and awarding customer prizes. Guidelines for promotion reimbursement follow:

- 100% reimbursement for all elements involved in any promotions in which Schneider Electric is the sole beneficiary and more specifically, the activity is directly related to improving the sales of Schneider Electric products in the local market. An example is a direct mail campaign or sales contest. In some cases, Schneider Electric promotional elements can be automatically deducted from Co-op funds after enrollment.
- Pro-rated reimbursement ($100\% \div X$) for all elements involved in any sales focused promotion in which multiple companies are involved. For example, if you hold a sales contest featuring four different companies, including Schneider Electric, all elements of the promotion are eligible for 25% reimbursement ($100 \div 4$ companies).

Customer relationship activity

Eligible customer relationship activities include customer golf events, trade shows, or counter days (with a sales client). Guidelines for relationship activity reimbursement include:

- 50% reimbursement for customer relationship Premier Activities capped at 25% of annual Co-op funds.
- All promotions should be discussed with and approved by your local Schneider Electric business plan owner in advance of the event. Merchandise purchased for promotional activities is not included in the 15% merchandise cap and may be eligible for reimbursement under the merchandise guidelines. Contact your local Schneider Electric sales representative for details.

Distributor-funded internal incentive

Eligible expenses include all elements of an overall incentive program, including expenses related to communication, administration, giveaways, and prizes. Guidelines for incentive program reimbursement follow:

- 100% reimbursement for all elements involved in any incentive program in which Schneider Electric is the sole beneficiary and more specifically, the activity is directly related to improving the sales of Schneider Electric products in the local market.

[Premier Co-op funds (cont.)]

> Co-op spending categories (cont.)

Merchandise

Eligible merchandise expenses include items featuring Schneider Electric brand logo(s). Merchandise may be produced as part of an advertising or promotional campaign, such as a customer sales contest, or may be used independent of a marketing campaign. Examples of eligible merchandise expenses include customer giveaways such as golf balls and T-shirts, or items used in counter displays such as banners, menu boards, or counter mats. All merchandise with logos must be approved by Schneider Electric to ensure it meets brand guidelines.

The merchandise reimbursement guidelines are as follows:

- Merchandise apparel expenditures that are not directly tied to a promotion are capped at 15% of annual Co-op funds and must be purchased on or prior to September 30. Other merchandise, such as calendars, Pocket Digests, and slide charts are not included in the September 30 deadline or the 15% cap.
- All claims must be received by Ansira (formerly NSI) within 90 days of expenditures and no later than January 9 of the following year in order to be processed with this year's funds.
- 100% reimbursement for merchandise purchased from a Schneider Electric preferred vendor.
- 100% reimbursement for merchandise purchased from a non-Schneider Electric preferred vendor, in instances where our preferred vendors cannot provide the item.
- 50% reimbursement for merchandise purchased from a non-Schneider Electric preferred vendor.
- Pro-rated reimbursement ($50\% \div X$) for merchandise that features more than one company. For example, golf shirts that feature four different companies, including Schneider Electric, are eligible for 12.5% reimbursement ($50 \div 4$ companies).

Preferred vendors for Schneider Electric merchandise

Summit Marketing provides general logo merchandise including apparel, sporting goods, and business tools. Visit the online catalog at Schneider-Electric.summitmg.com or call 800-367-2828.

We recommend you work with a preferred vendor to ensure the quality of merchandise and appropriate use of Schneider Electric and distributor logos, as well as the 100 percent Co-op reimbursement. If working with another vendor, please obtain current logo files and usage guidelines from the My Schneider Electric website, accessible through www.schneider-electric.com

For additional consultation on merchandise and logo usage, contact your local Schneider Electric business plan owner.

[Premier Co-op funds (cont.)]

> Co-op spending categories (cont.)

Operational/infrastructure

Eligible infrastructure expenses include Electronic Data Interchange (EDI) development, computer purchases and Schneider Electric demo equipment. Infrastructure expenses are intended to invest in a distributor's business to increase overall operational efficiency and profitability. They are not intended for general, ongoing business expenses.

The reimbursement guidelines are as follows:

- 100% reimbursement for the development of EDI transaction sets between Schneider Electric and the distributor network. However, the fees for sending EDI data sets are not Co-op reimbursable.
- 100% reimbursement for all Schneider Electric demo equipment. This equipment cannot be resold.
- 25% reimbursement for computer equipment purchases. Computer equipment is defined as computer units, monitors, iPads, and printers only. All other peripheral devices (e.g., scanners, CD writers, PDA, projectors) are not eligible for reimbursement. Computer software is not eligible for reimbursement. You may purchase computer equipment from any vendor. For Co-op reimbursement, include a copy of the invoice with the claim form.
- 25% for TVs that will be used to show Schneider Electric demos or promotional videos

Training

Due to the importance of training in developing distributor and customer competencies, 15 percent of each distributor's annual Co-op funds are reserved for training activity reimbursement only. This training is not limited to Schneider Electric provided training programs, but must be in the best interest of Schneider Electric.

For example, if a member of the distributor's staff requires training in the use of Microsoft® Excel in order to monitor Schneider Electric orders, this training would be eligible for reimbursement at the 50 percent reimbursement rate for non-Schneider Electric training courses. However, employee training for general accounting competency would not be reimbursable. Training reimbursement guidelines are as follows:

- 100% reimbursement for any training courses sponsored by Schneider Electric. This includes training provided through the Schneider Electric Distributor Training Program; instructor-led, self-paced courses, and InFocus "Lunch and Learn" training. In cases where Schneider Electric does not offer an equivalent course, non-Schneider Electric training may be approved for 100% reimbursement. Consult the Schneider Electric training department for more details.
- 100% reimbursement for travel expenses incurred while attending Schneider Electric instructor-led courses only. Claims for airfare, lodging, and meals are no longer limited to any maximum as they were in the past.
- 50% reimbursement for non-Schneider Electric sponsored training courses. Consultation with our training department is required before the course is taken. Claims submitted for completed courses without pre-approval will not be reimbursed. Your Co-op funds will be automatically deducted for courses completed through Schneider Electric Distributor Training based on your course registration. Co-op reimbursement claims for other training courses must be completed and submitted using the online Premier Program Co-op Claim form on www.sqdsepremier.com. As with all Co-op claims, supporting invoices must be attached.

> **Key training resources**

Visit tms.beeline.com/SCHNEIDERTMS for details on Schneider Electric distributor training courses, including training schedules, course descriptions, or to register for training or order self-paced courses. For additional questions about Schneider Electric training, contact your local Schneider Electric business plan owner.

You may also contact the Schneider Electric training department. Contact Don Lambert at 414-247-6226 or email Don.Lambert@schneider-electric.com for product related training. For sales skills training, contact Judi Rounsavall at 847-922-2458 or judith.rounsavall@schneider-electric.com.

[Premier Co-op funds (cont.)]

Product customer conversions

To help minimize cost associated with converting to Schneider Electric, Co-op funds are now available for product conversions and customer conversions. Conversion funding opportunities include, but are not limited to, software conversions (preferably by system integrator partner), hardware conversions, architecture conversions, drawing and spec updates. Conversion costs that have already been reimbursed by other Schneider Electric programs are not eligible.

Ansira concierge services

Ansira (formerly NSI) now offers their marketing expertise as a service that you can purchase with your Co-op dollars. If you need assistance in planning and running your marketing programs, such as a promotion, an internal incentive, an advertising campaign, or a customer event, Ansira (formerly NSI) can help. They can assist in the selection, planning, execution, follow-up, and reimbursement of these programs. If you need more than just assistance or questions answered when entering your claims, Ansira (formerly NSI) is available to perform this function for you for a fee that can be automatically deducted from your Co-op budget.

For more information, contact Ansira (formerly NSI) at 877-213-0679 or email: squaredcoop@ansira.com.

> Submitting a Co-op claim

All Co-op claims must be approved by the Schneider Electric Business Plan Owner (BPO). Once the distributor completes and submits a claim online, the BPO will receive notification. The BPO will then review and approve the claim prior to routing it on to Ansira (formerly NSI) for reimbursement. This condition is strictly enforced. Every claim, even repeat activities that have been approved in the past, must be approved individually. Co-op claims must be submitted within 90 days of activity completion as outlined on the following page. Distributors cannot deduct Co-op expenses from Schneider Electric invoices. The distributor will receive a reimbursement check within 60 days of submittal.

> Submitting a Co-op claim for reimbursement

1. Complete the Claim section of the online Premier Program Co-op Claim and Premier Activity Reporting Form, which can be found at www.sqdsepremier.com. Include any required attachments.
2. Submit the claim within 90 days of activity completion.
3. When the completed form is submitted, your local Schneider Electric business plan owner will be notified at which point they will either approve or deny your claim and contact you with any questions. Include any attachments and keep a copy for your records.
4. All online forms that are approved will be forwarded to Ansira (formerly NSI) for processing.
5. All claims for this year's Co-op funds must be submitted within 90 days of activity completion, and received and approved by Ansira before January 9 of the following year.

> Receiving payment for Co-op claims

1. Co-op claims are processed at the beginning of each month. Claims submitted before the 20th of the month will be paid at the beginning of the next month. Claims submitted after the 20th will be paid at the beginning of the month after next.
2. Submitting an incomplete or unapproved claim form may result in a delay in payment.
3. Schneider Electric reserves the right to refuse payment on any claims that are not in its best interest.

[Premier Program guidelines-at-a-glance]

> Participation

1. To qualify for the Premier Activity Program Rewards, the distributor must be an active member of the Premier Program, and must abide by the guidelines of the Premier Program.
2. Should a distributor choose to withdraw from the Premier Program, only those Co-op claims submitted prior to the date of withdrawal will be eligible for payment.
3. The Premier Activity Reward calculations are based on each distributor's Premier-qualified purchases for the year. Premier-qualified purchases are defined as non-negotiated through stock purchases of Premier products as described on page 5 of this guide and delivered according to Premier guidelines. Drop shipments, project job negotiations, and emergency shipments are not included.
4. Premier Activity Rewards for a newly-authorized distributor are calculated on the Premier-qualified purchases following enrollment. The distributor is immediately eligible to submit Premier Activities. However, any Premier Activity Reward funds are held until the distributor is released from escrow.
5. Each distributor is encouraged to earn their target of 110, 130, or 150 Premier Activity Points. Points may be earned through the completion of any combination of Premier Activities with a cap on the number points earned within some categories.

**110, 130
or 150**

Each distributor should strive to earn their Premier Activity Points target in order to maximize their **Premier Program benefits.**

> How to convert points to reward funds

Individual participation

The maximum number of eligible Premier Activity Points is either 110, 130, or 150 per single location. A distributor receives a percentage of their reward for each Premier Activity point earned. For example, if a distributor's target is 150 points, then the Premier Activity percentage conversion is .01% for each one Premier Activity Point. The Premier Activity Reward equals the Premier Activity percentage multiplied by the Premier-qualified purchases for the participating branch.

Group participation

- The maximum number of eligible Premier Activity Points is calculated as 150 points multiplied by the number of participating branches. For example, a group consisting of three branch locations could earn up to 450 points (150 x 3). The points earned by each branch will be combined to reach the maximum total. There will be no limit set on the number of points any single branch within a group can contribute to the group total.
- Premier Activity percentage conversion is .01% for each one (1) Premier Activity Point in the group's combined total up to the maximum allowed.
- The Premier Activity Reward equals the Premier Activity percentage multiplied by the combined Premier-qualified purchases for the participating branches within the group.

[Premier Program guidelines-at-a-glance (cont.)]

> Premier Activity submission

1. To qualify for Premier Activity Points, all Premier Activities must be completed in the calendar year and the Co-op Claim and Activity Reporting Form must be submitted within 90 days of the activity's occurrence and no later than January 9 of the following year, unless the points are awarded automatically.
2. Only the Premier Activities listed in the Premier Activity Reference section of this guide can be submitted for points. The online Activity Reporting form must be used for submission, and all required documentation for each action must be included for the action to be approved, unless the Premier Activity listed is one that is automatically reported upon completion of the activity. The minimum requirements listed for each Premier Activity must be met in order to receive points.
3. A Schneider Electric business plan owner must approve each activity submitted and will be automatically notified after the activity is submitted by the distributor. Schneider Electric reserves the right to deny points for any Premier Activity form that is submitted without sufficient documentation or for any activity that does not meet the program guidelines.
4. If a request is refused for the reasons listed above, the Premier contact for the account will be notified at the end of the month in which the Premier Activity Reporting form is submitted.
5. Information regarding activities submitted and Premier Activity Points earned can be found on www.sqdsepremier.com.
6. If a Premier Activity can apply to more than one branch (e.g., participating in a trade show), then all branches can submit an Activity Reporting form for that activity. One form is required per branch. If participating as a group of branches, one form can be used but must list every branch that participated in the action. A submitted action will not automatically be applied to every branch. All required documentation must be submitted.
7. If an event overlaps two separate actions (e.g., an inventory review leads to new product being introduced in a branch, or a training class is part of the development of a staff specialist) the distributor may request points for two separate actions provided the minimum requirements for each action is met and all necessary documentation is received.
8. In cases where multiple manufacturers are part of a Premier Activity (e.g., customer training events), the Schneider Electric focus must meet the minimum participation level as stated, with each Premier Activity.

> Reward payout

1. All Activity Request forms must be submitted by January 9 of the following year. The final Premier Activity Points total will be calculated at that time and no adjustments will be made thereafter.
2. The first half of the Premier Activity Points earned will be used to determine the distributor's Co-op funds. The maximum Co-op award is .75 percent of Premier-qualified purchases.
3. The second half of the Premier Activity Points earned will be paid as a year-end Premier Activity rebate check for the branch and sent to the primary Premier contact. The maximum Premier Activity rebate is .75 percent of Premier-qualified purchases.
4. Both the rebate check and the Co-op award will be paid individually to each branch (whether participating as an individual location or within a group) unless otherwise specified by the distributor. Please contact your local Schneider Electric sales office to make this notification.
5. The Co-op funds earned through Premier Rewards must be claimed during the following year and will be subject to the rules of the current Schneider Electric Premier Program. Any remaining Co-op funds will expire, per the terms of the Premier Program.

Contacts



Premier Program details

Contact: Dave Konerman
Phone: 859-817-6107
Email: Dave.Konerman@schneider-electric.com

Activity submission (Channel-led)

On Line Claim Form: www.sqdsepremier.com
Submit to your Schneider Electric sales rep for review and approval

Activity submission (Schneider Electric-led)

Automatically submitted

Channel Development Team

Phone: 847-925-3390
E-mail: Channel@schneider-electric.com

Directory: Schneider Electric Sales Office

Web: www.schneider-electric.com

Electronic Linkage Coordinator (EDI)

Email: ESupport@schneider-electric.com

Fund balance, claim status, sales performance, and points earned

Phone: 877-213-0679
Web: www.sqdsepremier.com
Email: squaredcoop@ansira.com
Address: Ansira
P.O. Box 8000
Hiawatha, IA 52233

Inventory Reviews VMI/AIM

Email: InventoryTeam@schneider-electric.com

Literature fulfillment

Phone: 800-392-8781 or
Web: Visit the RR Donnelly CustomPoint online literature ordering system using the link on your My Schneider Electric home page

My Schneider Electric Website Help Desk

Phone: 866-773-3929

Preferred merchandise vendor

Summit Marketing
Phone: 800-376-2828
Web: <http://schneider-electric.summitmg.com>

Training courses

Web: tms.beeline.com/SCHNEIDERTMS or
Contact: Don Lambert
Phone: 414-247-6226
Email: Don.Lambert@schneider-electric.com

Training website

Web: tms.beeline.com/SCHNEIDERTMS

Schneider Electric USA, Inc.

1415 S. Roselle Road
Palatine, IL 60067
Tel: 847-397-2600
Fax: 847-925-7500
www.schneider-electric.com