



## **Minimum Advertised Price Guidelines for Control4 Authorized Dealers**

### **What is MAP?**

Advertising is one-way communication through a medium in which the sponsor (such as a Control4 Dealer) is identified and the message is controlled by the sponsor. To encourage Dealers to establish the value of Control4 products, Control4 maintains a Minimum Advertised Price (MAP).

MAP is applicable in advertising Control4 products in all media including but not limited to print, television, radio, the internet, direct mail, and catalog sales.

### **Purpose**

Control4 is intent on serving customers by providing the highest quality products possible. This MAP policy helps ensure that our distributors, dealers and other resellers are able to preserve the value of our products before they reach their final users. It is the purpose of this policy to not only preserve the value of our products, but the reputation of the Control4 brand and associated trademarks and trade names belonging to Control4.

### **General Information**

Upon purchasing Control4 products for resale through Control4 or a Control4 authorized distributor, Dealer acknowledges understanding and acceptance of Control4's MAP Guidelines.

Control4 Dealers are free to sell Control4 products at any price. The MAP guidelines described in this document relate to advertising only. If the Dealer decides to advertise below MAP levels and Control4 agreed to fund any portion of Dealer's advertising, advertising payments to the Dealer will be affected. In addition, violations of MAP guidelines may result in the dealer being removed from the Dealer Locator and forfeiting the right to participate in other discretionary programs.

### **MAP and the Internet**

The same rules apply to internet sales as print. Control4 internet MAP compliance requires advertised prices should be at or above the MAP listed prices prior to placement in the shopping cart or member price.

### **Complying with MAP Guidelines**

To maintain compliance with the MAP program, please note when advertising:

- If advertising prices for Control4 products in promotional efforts, pricing must be at or above current MAP listing
- Below-MAP price resulting from promotion or end-user rebates offered by Control4 is not a violation of the MAP guidelines. Please indicate "Control4 Rebate" in the ad

- No “minus-outs” or words such as “subtract”, “take away”, “less”, may be used if it makes product price below MAP except end-user rebates offered by Control4
- Dealer-wide promotions relating to all products may be advertised in a title or headline format at the top of a page or ad. However, individual Control4 products within the body of the ad must continue to meet MAP

This guideline is the sole document on which compliance will be based and it supersedes all other communications.

### **Changes to MAP List**

Control4 MAP pricing is currently the MSRP price of each product.

Control4 may, at its sole discretion and without notice, modify products, prices and these guidelines.

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