

FY24 PARTNER & CUSTOMER ENHANCED PROGRAMS



Sony offers many discounts, incentives and rewards for resellers, reseller salespeople, and end-user customers on its full range of professional projectors, BRAVIA® displays, network cameras, Edge AI-based Video Analytics and Beamforming Microphones. We also provide several tools to help you sell Sony products and solutions, including collateral assets and video training on new products.

Registration Program

Our RSVP registration program rewards resellers who promote, specify, and lead with Sony. Discounts are available under our Registration Program ranging from 10% to 15% on our Laser Projectors, BRAVIA Professional Displays, Network Cameras, Edge AI-Based Video Analytics, and Beamforming Microphone.

FY24 Enhanced B2B Loyalty Program – Bronze, Silver & Gold Levels

Sony's FY24 customer loyalty program rewards qualified end-user customers who have purchased a minimum of \$25,000 in one core PDS qualifying category (i.e., Laser Projectors, BRAVIA Pro Displays or Network Cameras) with a 3% discount (Bronze level) on all future purchases of eligible PDS product. In addition, when a customer purchases \$25,000 of a 2nd core PDS qualifying category, they move up to Silver level and increase their discount to 4% – and when they purchase \$25,000 of a 3rd core PDS category, they achieve Gold level for a discount to 5%. All discounts are applied to future purchases of eligible PDS products through March 31, 2025. **Best of all, education end-users, regardless of prior purchase history, automatically qualify for Bronze level (3% discount) as a starting point.** If based upon previous FY23 purchases an education end-user qualified for a higher level than Bronze, then that level and discount would apply.

SPIFF Program

Sony offers a quarterly SPIFF Program to reseller salespeople and engineers for selling eligible Sony PDS Products. Dollars range from \$10.00 to \$1,000.00 (paid on each unit – no quantity cap).

Demo Loan Program

Sony uses Omni Logistics to streamline and expedite the shipment and processing of all loan equipment so you can demo Sony products. Contact your Sony Account Manager to learn how you can obtain loan products to demo to your customers.

Training & Support

Sony offers solution-focused video training modules on its latest products for partner's LMS sites. We also provide the industry with thought-leadership webinars, whitepapers, and articles. **Check out our AV Solution Webinars.**



Industry-Leading Warranties

our professional warranties range from 5-Year Standard, 3-Year Standard, and 5-Year Extended



Advanced Replacement Program

for BRAVIA Professional displays and VPL-Series Professional Laser Projectors covers select products still under warranty, securing the longevity of your product



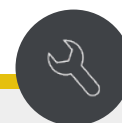
White Glove Service

is available for all BRAVIA Professional Displays. Sony will provide a technician to your location to remove a defective display that is under our limited product warranty or extended warranty (if applicable) and mount a replacement unit



Product Registration

gives customers information regarding new firmware upgrades, product trade-in programs and general updates to help get the most of their new gear



Service Centers

and field service engineers offer post-sales repair and maintenance services

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Account Manager Support

Sony account managers are available to help support you and your customers.
A list of Sony Account Managers is provided below.

Sony Regional Account Managers	Territories	Telephone Number	E-mail
Laura Siler	CT, RI, MA, NH, VT, ME	617-901-4850	Laura.siler@sony.com
Fred Frisco	NY, NJ, PA, DE	908-619-7491	fred.frisco@sony.com
Steve Schwarz	MD, VA, NC, SC	843-999-5980	steve.schwarz@sony.com
Gretchen Donaldson	FL, GA, AL	813-597-4797	gretchen.donaldson@sony.com
Ali Norouzinia	TX, LA, AR, OK	469-659-9913	ali.norouzinia@sony.com
Will Dunham	OR, WA, NV, ID, MT, WY, UT	602-718-9928	will.dunham@sony.com
Ben Cano	MN, IA, IL, SD, ND, WI	331-442-6134	ben.cano@sony.com
David Pequeno	OH, IN, MI, TN, KY, WV	630-450-0864	david.pequeno@sony.com
Renee Benson	NM, CO, NE, KS, MO, MS	816-668-5719	renee.benson@sony.com
Sarah Sackett	CA, NZ	619-251-4424	sarah.sackett@sony.com
Jim Seto	Alaska & Canada (BC, AB, SK, MB, YT, NT, NU)	778-988-7343	jim.seto@sony.com
Rosemary Sonsini	Canada (ON, QC, NL, NB, NS)	640-400-9687	rosemary.sonsini@sony.com