



# WINNER'S CIRCLE 2016

Cambridge Sound Management's Partner Rewards Contest



## Are you a Cambridge Sound Management advocate?

We want to recognize and reward your individual hard work selling our next generation sound masking solutions! Our Winner's Circle Partner Rewards Contest runs from January 1, 2016 to December 31, 2016. You can enter any sound masking projects you've completed during that time period. The intuitive contest page keeps track of how many projects you've entered and how close you are to winning cash and prizes, including \$500 dollars for every 5 projects you bring us! You could even win a cruise to Bermuda! This year, you can also win cash by demoing our products in front of your clients. Go to [cambridgesound.com/winnerscircle](http://cambridgesound.com/winnerscircle) for details!

## Winner's Circle Reward Tiers

MEMBERSHIP LEVEL	CRITERIA	REWARD
Silver Member	5 projects and at least \$20k in purchased product	\$500 and CSM coffee mug
Gold Member	10 projects and at least \$40k in purchased product	Another \$500 and CSM cap
Platinum Member	15 completed projects and at least \$60k in purchased product	Another \$500 and CSM golf shirt
Diamond Member	15 completed projects and at least \$200k in purchased product	Boston to Bermuda Cruise
New This Year!	3 live demos with a client (limit 9 per year)	\$100



### Grand Prize: Boston to Bermuda Cruise Getaway!

- Round trip airfare for you and a guest to Boston
- Hotel accommodations for two nights in Boston
- Rewards ceremony at Cambridge Sound Management headquarters
- 7 DAY CRUISE from Boston to Bermuda on Norwegian Cruise Lines

Visit [cambridgesound.com/winnerscircle](http://cambridgesound.com/winnerscircle) to start earning rewards today!

# WINNER'S CIRCLE FAQs

## Why are you doing this?

We want to reward the individuals at our partner firms who are driving sales of our sound masking solutions, and hopefully encourage you to sell even more!

## How do I register?

Visit [www.cambridgesound.com/winnerscircle](http://www.cambridgesound.com/winnerscircle) and click on the registration button. Fill out the [form](#), create a user name and password, and click submit. You're now ready to start registering your projects.

## Am I eligible?

If your company is an authorized seller of Cambridge Sound Management products, and you are responsible in some way for selling Cambridge Sound Management products to clients, you are eligible. It is up to you to check with your employer to ensure they allow contest participation however.

## How do I enter a project or demo?

Once logging in, click on the "Enter a Completed Project or Demo" button on the homepage. Fill out the form by answering a few quick questions about the project or demo, and click "submit." You will receive an email letting you know CSM staff is reviewing the entry.

## Can I enter projects that happened before January 1, 2016?

No, only projects you acquire in calendar year 2016 (January 1, 2016 – December 31, 2016) are eligible for this year's contest.

## Can I enter projects at any time?

Yes, provided that the order shipped after January 1, 2016.

## Why do you request the purchase order for the project?

We use this to match your company's PO# to a CSM sales order/invoice so we can verify it.

## I have multiple projects on one purchase order – does this only count as one "project"?

You can enter multiple projects that have the same PO#, just make them separate entries and change the client name, city, and state for each. Add any information in the notes field that might help CSM staff understand that these are separate entries.

## Can I order product through Winner's Circle?

No, continue to order product as you normally would. Winner's Circle is separate from our ordering system and is to be used to enter projects as contest entries after you've made an order for an install.

## Why do you need my personal phone and address? Wouldn't my business information suffice?

We collect this information in the event you change jobs. If you change jobs during the contest period, we will be able to use this information to contact you and verify your status/reward-tier level.

## What constitutes a project?

Any order you made that delivered a sound masking system to your client. Generally, this would consist of at least a Qt 100, Qt 300, or Qt 600 control module and emitters or a Qt Conference Room Edition or Qt Patient Privacy System.

## Does a project need to have been designed by the CSM design team?

No, participants can design their own projects.

## I just bought additional emitters to fulfill a project – can this count as a separate entry?

This won't count as a new project entry, but we will count the dollar value of your purchase towards your purchasing threshold (for example, Silver Members need to have purchased at least \$20k in revenue to win a prize, and the example above would count towards that dollar threshold).

## How does CSM verify my entry?

Project entries are reviewed by CSM employees. We cross reference your company's PO# with the CSM invoice it is associated with to ensure validity. In some cases we may check with your CSM sales rep to double check validity.

## What happens if two people enter the same project?

CSM will reach out to both registrants to determine if partial credit should be allocated.

## What constitutes a "live demo" of Cambridge Sound Management product?

An in-person meeting with potential clients where you discuss the benefits of QtPro from Cambridge Sound Management using either the CSM demo kit or your demo showroom. [Watch a short video](#) on performing a live demonstration and contact your rep for further details.

## Are there any limits to the number of live demos I can submit for rewards?

Yes, you will only be rewarded for submitting a maximum of nine demos during the contest period (\$300).

## How do you confirm my live demo entry?

CSM staff will confirm whether the demo took place with your manufacturer rep, and may also contact you for additional details on the demo. Participants must have either a CSM demo kit or a demo showroom, or, have had their manufacturer rep present at the demo.

## How do I effectively demo QtPro?

Demoing takes practice and you might like to do your first couple under the guidance of CSM staff or your manufacturer rep. [Watch a short video](#) on performing a live demonstration and contact your rep for further details.

## How do I know which level of membership I hold?

Your level is displayed on the homepage once you've logged in.

## How do I receive the cash and prizes?

Cash winnings will be provided to you on a Visa debit card that will either be mailed to you or hand-delivered by your CSM representative. Prizes will also be mailed or hand-delivered.

## Do I have to pay taxes on my winnings?

Yes, for winnings over \$600. Once you've won more than \$600 (Gold tier), we collect your social security number so the winnings can be filed with the IRS. This will count towards your 2016 taxable income.

## What are the details of the cruise?

Anyone who enters 15 projects with CSM purchases totaling at least \$200,000 is eligible to go on the cruise. Winners will be contacted by CSM staff and the dates of the cruise will be determined by winner availability. The cruise package includes round-trip airfare for the winner and a guest to Boston, hotel accommodations for two nights in Boston, a rewards ceremony at Cambridge Sound Management headquarters, and a 7-day cruise from Boston to Bermuda on Norwegian Cruise Lines.

## Do I have to pay taxes on the cruise?

Yes, if you win the cruise vacation, the value of the cruise prize will be added to your 2017 taxable income for 2018 tax returns.

## If I win the cruise, but cannot go on it, can I simply take a cash payout for the value of the cruise?

Yes, but if you elect to take a "cash out" instead of going on the cruise, the tax will be taken in a lump sum from the cash payment.

## If I win the cruise, but cannot go on it, can I transfer the cruise to someone else?

No the cruise is a non-transferable prize.

## If I have additional questions, who should I contact?

Please contact Mark Hughes at Cambridge Sound Management at [mhughes@cambridgesound.com](mailto:mhughes@cambridgesound.com).