



# BIAMP'S YEARLY PARTNER REWARDS PROGRAM

## Love Selling Sound Masking?

We want to recognize and reward your individual hard work selling our next generation sound masking solutions! This year's Winner's Circle Partner Rewards Program runs from January 1, 2020 to December 31, 2020. You can enter any sound masking projects you've completed during that time period. The intuitive contest page keeps track of how close you are to winning cash and prizes, including a \$500 cash reward for every level you achieve. You could even win a cruise to Bermuda! You can also win cash by demoing our products in front of your clients. New to the program this year, you'll also earn \$50 automatically for your first project entry! Go to [cambridgesound.com/winnerscircle](http://cambridgesound.com/winnerscircle) for details!

## Winner's Circle Reward Tiers

| MEMBERSHIP LEVEL | CRITERIA                                       | REWARD                           |
|------------------|--|----------------------------------|
| Opening Level    | Your first project entry of the year           | \$50                             |
| Demo Level       | Live demo with a client (limit three per year) | \$50 (each)                      |
| Silver Member    | Minimum \$25,000 in purchased products         | \$500 and CSM Mug                |
| Gold Member      | Minimum \$50,000 in purchased products         | \$500 and Cap                    |
| Platinum Member  | Minimum \$75,000 in purchased products         | \$500 and CSM Golf Shirt         |
| Diamond Member   | Minimum \$200,000 in purchased products        | 7 Night Boston to Bermuda Cruise |

## Grand Prize: Boston to Bermuda Cruise Getaway!

- Round trip airfare for you and a guest to Boston
- Hotel accommodations for two nights in Boston
- Meet and greet 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!

For more information, visit [cambridge.com/winnerscircle](http://cambridge.com/winnerscircle)

# 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, 2020?

No, Winner's Circle is only good for projects you acquire in calendar year 2020 (January 1, 2020 - December 31, 2020)

## Can I enter projects at any time?

Yes, provided that the order shipped after January 1, 2020.

## 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.

## 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?

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.

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

No, participants can design their own projects. 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 or DynasoundPro system 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 three demos during the contest period (\$150).

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.

## How do I effectively demo sound masking?

Deming takes practice and you might like to do your first couple under the guidance of CSM staff or your manufacturer rep. You will also need to purchase a demo kit.

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

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

## How do I receive the cash and prizes?

Cash winnings will be provided to you on a Cambridge Sound Management branded Visa debit card that will be shipped to you. If you already have a Cambridge Sound Management card from previous Winner's Circle program participation, that card will be funded with your winnings. Prizes will ship via UPS or FedEx.

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

Yes, for winnings over \$600. Once you have 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 2020 taxable income.

## What are the details of the cruise?

Anyone with CSM purchases totaling at least \$200,000 is eligible to go on the cruise. Winners will be notified in January 2021 or before 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 2021 taxable income for 2022 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 value of the cruise prize will be added to your 2021 taxable income.

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

Nathan Van Ness at Biamp at [nathan.vanness@biamp.com](mailto:nathan.vanness@biamp.com).