**BMC LIGHTS DEALER MINIMUM ADVERTISED PRICE (MAP) POLICY**

**Minimum Advertised Price (MAP) Policy**

**Introduction**

*BMC Lights LLC (BMC Lights)* is focused on maintaining high margins for our Dealer and Distribution networks. In recognition of the investment in time and resources required for our high-quality partners to provide the level of customer service and product knowledge expected from our customers, *BMC Lights* is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products.

*BMC Lights* has an established **Minimum Advertised Price (MAP)** **Policy** that an Authorized Reseller must follow for the advertising and marketing of *BMC Lights* products. All *BMC Lights* Authorized Resellers must agree to the terms and conditions of the following **MAP Policy**.

**MAP Policy Guidelines for *BMC Lights* Products**

MAP pricing for all *BMC Lights* products can be found on your current price list. All advertised prices
must be at or above MAP for all *BMC Lights* products if a MAP price has been established by *BMC Lights*.

*BMC Lights* requires all resellers to inactivate any algorithms that automatically update or adjust pricing according to the reseller’s promotions. This ensures that MAP is established for our entire dealer and distribution network.

**MAP Violation Consequences**

Resellers violating this MAP policy are subject to the following actions from *BMC Lights*:

**1ST MAP Violation** - Verbal or e-mail warning.

**2ND MAP Violation** - 1 month authorization suspension. All *BMC Lights* SKUs must be temporarily disabled.

**3RD MAP Violation** - Immediate termination of authorization for the *BMC Lights* brand. All products must be removed.

**Conclusion**

 *BMC Lights* places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of *BMC Lights* products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for *BMC Lights* products.

**Authorized Signature** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Print Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**BMC Lights LLC**

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