

EVENT

Distributor under \$25 million

**C.N. Robinson
Lighting Supply
everGREEN Tradeshow**

STATEMENT OF PURPOSE: "The everGREEN Tradeshow was planned for a time when most businesses in our industry go into hiding for the holidays. This event provided a forum for our customers to see what was ahead for the new year in energy-efficient products and the latest technologies."

ELEMENTS OF CAMPAIGN: All CNR customers and prospects were invited to the event, which featured a holiday theme complete with festive music, food, and a live evergreen tree. CNR's top vendors were invited to participate and came through by providing innovative and interactive displays and samples along with items for door prize drawings.

We would like to invite you to our

**everGREEN
Tradeshow**



**NOVEMBER 9TH
11 AM - 3 PM**



Start your holiday season with us! CNR will be hosting our top vendors as they offer you an exclusive look at the exciting technologies ahead for 2011!

Get all your LED questions answered & see how these technologies work up close! Learn about products that fit ever-growing rebate programs.

Take advantage of this one-on-one time, as well as a delicious holiday spread & great door prizes that will give you a head start on your holiday shopping!

Let Us Make Your Day Merry & BRIGHT!*



SNYDERS WILLOW GROVE
841 N. HAMMONDS FERRY RD., LINTHICUM HEIGHTS, MD



Please call 800.545.0441 for inquiries, thank you!

*Show is FREE OF CHARGE. Show is holiday themed only, and will not feature any holiday items. Show will focus on commercial LED's, lamps, fixtures, ballasts & controls.

EVENT

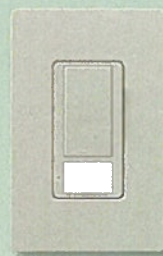
Supplier over \$250 million

**Lutron Electronics
Energy-Saving Products and Retrofit
Solutions Online Training**

STATEMENT OF PURPOSE: "To build awareness for energy-saving products perfect for today's renovation and retrofit market, Lutron hosted an online training event through its online Lighting Controls Institute."

ELEMENTS OF CAMPAIGN: The self-paced training module was launched in February 2010; details for registering were promoted exclusively via distributor counter promotions and Lutron e-marketing efforts. All participants registered for free and were given access to Lutron's extensive library of online training modules; the first 300 attendees to complete the training were sent a free Maestro switch with occupancy sensor.

Lutron | FREE Product Giveaway



FREE Maestro® switch with occupancy sensor

Take Lutron's **FREE** online training and learn how to utilize Lutron's wireless and retrofit solutions to meet your customers' needs for saving energy and money.

- First 300 attendees to complete the "Energy Saving Products & Retrofit Solutions" training module will receive a free Maestro switch with occupancy sensor in their choice of color, offered in Lutron's 27 gloss and Satin Colors®
- Free registration at www.lutron.com/retrofittraining
- Access Lutron's full library of training modules 24/7



**INTEGRATED
PROMOTIONAL CAMPAIGN**

Distributor under \$25 million

**C.N. Robinson
Lighting Supply**

Don't Forget Your Batteries at CNR

STATEMENT OF PURPOSE: "As talks of the weakened economy still causing a slump in sales continued, we looked at an initiative for 2010 to promote 'add-on'-type items."

ELEMENTS OF CAMPAIGN: C.N. Robinson developed several selling tools that showed that its battery prices were lower than anywhere else its customers would usually purchase them, including signage, flyers, leave-behinds, promotions—even advertisements in the bathroom. The company also set up a program that required counter salespeople to ask every person who came in whether he or she needed any batteries; if the salesperson didn't ask, the customer received \$1.

DON'T FORGET YOUR BATTERIES



Did you know that CNR offers a great selection of batteries & flashlights for all your needs at a better price than you are paying at the retail stores?



YOUR #1 BATTERY SOURCE

WHY PAY?...

- \$12.47 for 16 AAA batteries at Kmart...
- \$9.97 for 4 9V batteries at Lowe's...
- \$18.97 for 4 AA Rechargeables at Home Depot...
- \$12.95 for 8 D batteries at Costco...

WHEN YOU CAN GET...

- 18 AAA batteries for only \$8.00
- 8 9V batteries for just \$10.00
- 4 AA Rechargeable batteries for only \$9.00
- 12 D batteries for just \$12.00

... plus many more.



NEVER BE OVERCHARGED AGAIN.

**INTEGRATED
PROMOTIONAL CAMPAIGN**

Supplier over \$250 million

GE Lighting

*Environmental Lighting Solutions—
Linear Fluorescent Systems*

STATEMENT OF PURPOSE: "This integrated promotional campaign promoting the features of GE's RoHS-compliant UltraMax and UltraStart ballast systems was created to highlight the company's committed to leadership in energy-efficient products that address environmental challenges."

ELEMENTS OF CAMPAIGN: The *Environmental Lighting Solutions—Linear Fluorescent Systems* brochure refers end-users to GE's online Environmental Information Center and provides the opportunity to be contacted by a specialist. The brochure is supported by the *Linear Fluorescent System Guide* and the online Linear Fluorescent Retrofit Calculator.

GE
Lighting

**GE ENVIRONMENTAL
LIGHTING SOLUTIONS**

Linear Fluorescent Systems



GE *magination at work*