

# ILLUMA-DRIVE OEM PARTNERSHIP PROGRAM

## PROGRAM OBJECTIVES

iLLUMA-Drive is actively seeking new Lighting Partners who can be part of our family of products. We know that working with the best of the industry creates value that all of our customers can benefit from.

Today's business owners and consumers are now actively engaging in new technologies that enhance their businesses and lifestyles. Energy savings, control and connectivity are common phrases that drive everyday life. CENSE by iLLUMA-Drive gives you a unique opportunity to enhance your customers' lighting experience and create new revenue streams for your business.

## VALUE PROPOSITION OF PROGRAM TO PARTNERS

- Inclusion on iLLUMA-Drive (IDI) website
  - Company listing → Partner map → Joint case studies
- Sales leads
- Joint event attendance
- Sales and marketing tools from IDI
  - Sales presentations → Customizable collateral → Brand resources → Joint PR
- Free product testing and accreditation with CENSE (IDI) systems
- 10 year warranty only applies when installed with a certified partner's product
- Channel incentive

## PROGRAM REQUIREMENTS

- Certification of products to UL2108 and Canadian equivalent - we provide a step-by-step guide
- Completion of iLLUMA-Drive technical training program by at least one staff member
- On-going active promotion of CENSE system

