



LIGHTING SOLUTIONS

Oelo offers the following Dealer Tiers to support its dealer network in its sales and installation efforts. For additional descriptions of each benefit or requirement, please see Page 2 and 3.

REQUIREMENTS / BENEFITS	CONTRACTOR	AUTHORIZED DEALER	PREFERRED DEALER	PLATINUM DEALER
Startup Cost	No Cost	\$5,000 USD	Dealers must <u>either</u> : 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$20,000 USD of product credit (at time of sign-on), OR 2) Elevate from Authorized Dealer status (at any time) as soon as \$25,000 in Oelo purchases has been made.	Dealers must <u>either</u> : 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$70,000 USD of product credit (at time of sign-on), OR 2) Elevate from Authorized Dealer status (at any time) as soon as \$75,000 in Oelo purchases has been made and they meet the Platinum Dealer requirements that are listed below.
Purchase Requirements	—	\$5,000-\$24,999 per calendar year	\$25,000-\$74,999 per calendar year	\$75,000> per calendar year
Platinum Requirements	—	—	—	Must exclusively offer Oelo as its only permanent holiday lighting brand.
Dealer Discounts	Tier 1 – 10% off list price with access to dealer portal and special dealer promotions.	Tier 2 – 20% off list price with access to dealer portal and special dealer promotions.	Tier 3 – 30% off list price with access to dealer portal and special dealer promotions.	Tier 4 – 35% off list price with access to dealer portal and special dealer promotions.
Business Requirements	Active business with tax license and certificate of business liability insurance.	Active business with tax license and certificate of business liability insurance.	Active business with tax license and certificate of business liability insurance.	Active business with tax license and certificate of business liability insurance.
CRM Lead Distribution	None	Included (leads are delegated to area's highest-level dealer).	Included (leads are delegated to area's highest-level dealer).	Included (leads are prioritized to Platinum Dealers).
Payment Options	Credit Card or eCheck Payment through store.	Credit Card or eCheck Payment through store.	Credit Card or eCheck Payment through store; Terms are available after 1 year of purchase history. (Restrictions may apply.)	Credit Card or eCheck Payment through store; Terms are available after 1 year of purchase history. (Restrictions may apply.)
Installation Training	Online training resources available.	Online and/or one on-site, in-person training.	Online, plus one on-site, in-person training at dealer location or Oelo's Fort Collins headquarters. (Headquarter training includes \$1,000 in travel allowance that can be applied toward flight or hotel expenses.)	Online, plus one on-site, in-person training at dealer location or Oelo's Fort Collins headquarters. (Headquarter training includes \$2,000 in travel allowance that can be applied toward flight or hotel expenses.)
Installation Support	Online support	Online, as well as phone support available.	Online, as well as phone and in-person support available. (Restrictions and/or charges may apply for in-person support.)	Online, as well as phone and in-person support available. (Restrictions and/or charges may apply for in-person support.)
Project Design Support	—	Available upon request.	Available upon request.	Available upon request.
System Warranty	5 years on Contractor installed Oelo systems	7 years on Authorized installed Oelo systems	7 years on Preferred installed Oelo systems	7 years on Platinum installed Oelo systems
Dealer Website Presence	—	Oelo web page required.	Oelo web page required.	Oelo web page required.
Ad Match	—	Up to \$2,500 (at the beginning of each year). Plus, Sales Match for previous-year Oelo purchases (\$500 for \$50K in purchases, \$1,000 for \$100K or \$2,000 for \$200K).	Up to \$5,000 (at the beginning of each year). Plus, Sales Match for previous-year Oelo purchases (\$500 for \$50K in purchases, \$1,000 for \$100K or \$2,000 for \$200K).	Up to \$7,000 (at the beginning of each year). Plus, Sales Match for previous-year Oelo purchases (\$500 for \$50K in purchases, \$1,000 for \$100K or \$2,000 for \$200K).
Pay-Per-Click Advertising	None	\$1,000 Total PPC Spend geo-targeted within 50-mile radius of dealer (broken into \$250/month spend in months of Aug, Sep, Oct and Nov).	\$2,000 Total PPC Spend geo-targeted within 50-mile radius of dealer (broken into \$500/month spend in months of Aug, Sep, Oct and Nov).	\$3,000 Total PPC Spend geo-targeted within 50-mile radius of dealer (broken into \$750/month spend in months of Aug, Sep, Oct and Nov).

Marketing Collateral	Pre-printed Oelo collateral available through the Dealer Portal at a 10% discount.	Included: 50 residential, 50 commercial and 50 municipal brochures at time of signup. Additional pre-printed Oelo collateral available through the Dealer Portal at a 20% discount.	Included: 50 residential, 50 commercial and 50 municipal brochures at time of signup. Additional pre-printed Oelo collateral available through the Dealer Portal at a 30% discount.	Included: 100 residential, 100 commercial and 100 municipal brochures at time of signup and each year (upon request). Additional pre-printed Oelo collateral available through the Dealer Portal at a 35% discount.
Apparel	Apparel is available for purchase through the Dealer Portal at a 10% discount.	Apparel is available for purchase through the Dealer Portal at a 20% discount.	Apparel is available for purchase through the Dealer Portal at a 30% discount.	\$500 credit to be applied toward Oelo apparel. Additional apparel can be purchased through the Dealer Portal at a 35% discount.

Startup Cost Details

Authorized Dealer Level - To receive Authorized Dealer incentives/pricing, dealers must pay an Authorized Dealer Startup Cost of \$5,000 USD.

Note: The startup fee covers setup, training and a Dealer Point-of-Sale Starter Kit. This starter kit includes 1 sales board, 50 residential brochures, 50 commercial brochures, 50 municipal brochures, sample acrylic cover, sample aluminum cover, powder-coated color fan deck, sample acrylic colors, first-year ad match. Training includes a series of online training videos (covering sales, ordering, installation, marketing and more) and one on-site training.

Preferred Dealer Level - To receive Preferred Dealer pricing and benefits, dealers must either: 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$20,000 USD of product credit (at time of sign-on), OR 2) Elevate from Authorized Dealer status (at any time) as soon as \$25,000 in Oelo purchases has been made. Note: Product Credit is issued in the form of a Discount Credit Code that can be applied to any future orders on the Oelo Dealer Portal at oelodealer.com.

Note: The startup fee covers setup, training and a Dealer Point-of-Sale Starter Kit. This starter kit includes 1 sales board, 50 residential brochures, 50 commercial brochures, 50 municipal brochures, sample acrylic cover, sample aluminum cover, powder-coated color fan deck, sample acrylic colors, first-year ad match. Training includes a series of online training videos (covering sales, ordering, installation, marketing and more) and on-site and/or Oelo factory installation training. See chart for travel allowance inclusions.

Platinum Dealer Level - To receive Platinum Dealer pricing and benefits, dealers must either: 1) Pay the Authorized Startup Cost of \$5,000 USD and purchase at least \$70,000 USD of product credit (at time of sign-on), OR 2) Elevate from Preferred Dealer status (at any time) as soon as \$75,000 in Oelo purchases has been made. Note: Product Credit is issued in the form of a Discount Credit Code that can be applied to any future orders on the Oelo Dealer Portal at oelodealer.com. 3) To receive Platinum Dealer pricing and benefits, the dealer must also meet the Platinum Requirements outline in the chart above.

Note: The startup fee covers setup, training and two (2) Dealer Point-of-Sale Starter Kits. The starter kit also includes 1 sales board, 100 residential brochures, 100 commercial brochures, 100 municipal brochures, sample acrylic cover, sample aluminum cover, powder-coated color fan deck, sample acrylic colors, first-year ad match. Training includes a series of online training videos (covering sales, ordering, installation, marketing and more) and on-site and/or Oelo factory installation training. See chart for travel allowance inclusions.

Purchase Requirements - To maintain active dealer status and price levels, dealers must meet the outlined yearly purchase requirements. This includes the total amount of product purchased each fiscal year, from January to December. (Purchase requirements will begin during the first fiscal year after signup.)

Business Requirements - A Business Tax License or Certificate of Good Standing from state of business is required of all Oelo dealers. Proof of business insurance is also required.

Online Business Reviews - Dealers should frequently monitor online feedback reviews (Google, Yelp, etc.) and maintain a high level of customer satisfaction. Negative reviews may be monitored by Oelo and any dealer falling below a 4.0 rating may be asked to disclose certain details regarding negative reviews.

Dealer Discounts - Oelo dealers receive discounted pricing (off list price) based on the dealer's respective tier (based on purchase volume).

CRM Lead Requirements – Oelo allocates ALL leads to dealers via the HubSpot CRM platform. These leads are provided to Authorized, Preferred and Platinum Dealers, free of charge, to help grow your business. Leads are delegated to the highest-level dealers first. All Oelo dealers are required to input customer/prospect information into the Oelo CRM (HubSpot) for sales tracking, marketing, ordering and warranty purposes. To claim the contact as your working lead (which protects customers from purchasing from other dealers), your lead must be documented in the Oelo CRM. Please contact your Oelo Dealer Sales Manager for your HubSpot login credentials.

Ordering Options – Dealers must place all orders through the Oelo Dealer Portal at oelodealer.com.

Payment Options – Preferred and Platinum Dealers are allowed to order material under a Net 30 agreement after one year. No more than one order can be on terms. Each dealer must provide references and bank information to receive approval. Contact jaineym@oelo.com to start the terms process.

Installation Training – Several online installation training resources are available for all dealers. Authorized, Preferred and Platinum Dealers can opt to receive in-person onsite training for the dealers' first install pending the Oelo factory team's availability.

Installation Support – For large installation projects, dealers can request Oelo factory installer assistance; costs for installation assistance may vary on project size, complexity and duration.

Project Design Support – Oelo can assist with designing and pricing special or large projects on a case-by-case basis.

Demo Display – Point-of-sale Demo Displays are available to demonstrate light/app capabilities to potential customers. Each Authorized, Preferred and Platinum Dealer receives one complimentary Demo Display at signup. Additional Demo Displays are available for purchase on the Oelo Dealer Portal.

Dealer Website Presence – Authorized, Preferred and Platinum Dealers are required to maintain a web page that features Oelo's logo and products on its business website. Logo and images are available via the Oelo Dealer Marketing Hub (noted below under Marketing Support). In kind, Oelo will link to dealer webpages via the oelo.com dealer locator to drive traffic to dealer websites for direct customer contact.

Ad Match – Oelo will match the advertising/marketing dollars spent up to the dollar amount noted in each tier. All advertisements must be pre-approved using the Oelo Dealer Portal Co-Op Approval Form at oelodealer.com/co-op-program/#approval. Following placement and proof of ad, Oelo will reimburse for the ad/marketing match in the form of a physical check. For reimbursement, the following proof of placement must be submitted at oelodealer.com/co-op-program/#reimbursement: 1) proof of advertising and 2) proof of payment.

Marketing Collateral – A variety of downloadable images, pre-designed materials, and pre-printed collateral are available on the Oelo Dealer Portal (oelodealer.com) and Oelo Marketing Hub (marketinghub.wedia-group.com). Need Marketing Hub credentials? Contact your Oelo Dealer Sales Manager.

Terms and Conditions – The terms and conditions above are subject to change at any time without notice. Oelo will make every effort to communicate changes to the dealer platform in a timely manner.