

AV ELITE



2022 DEALER PROGRAM

Where Loyalty is Rewarded



Commercial / Residential AV



AV Elite 3-2-1 Rebate Program

Participating Suppliers

3% REBATES

		NEW 
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2% REBATES

BONUS REBATE 		BONUS REBATE 			
					
			BONUS REBATE 		
					

1% REBATES

	
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AV Elite Program Overview

AV Elite is a dealer program that rewards members for their AV purchases at ADI. We are committed to bringing you AV program benefits, solutions and services that will help you close more sales and add greater profit to your bottom line. We have a tremendous line-up of manufacturer partners in the AV Elite program and will be adding new Suppliers, services and technologies with the goal of being your one-stop shop for all your AV needs.

AV Elite Program Benefits & Guidelines

- 3-2-1 Quarterly Rebate Program
 - Purchase a minimum of \$10,000 CAD per quarter of participating supplier's products to earn a 3%, 2% or 1% rebate
- Annual Growth Incentive Rebate (GIR)
 - Grow a minimum of 15% over the prior year with the participating suppliers and earn an additional 0.5% rebate
 - Minimum purchase of \$40,000 CAD in 2022
 - Annual purchase goal is prorated for dealers enrolling after January
 - Members not meeting minimum purchase commitments are subject to removal from the program
- Bonus Rebates are in addition to the quarterly rebates from select vendors and are earned annually based on the minimum purchases outlined:
 - Adept Audio - \$15,000 annually will earn an additional 3%
 - Beale Street Audio - \$10,000 annually will earn an additional 1%; \$25,000 annually will earn an additional 1% (1+1) plus \$1,000 in free product from supplier
 - Proficient - \$20,000 annually will earn an additional 2%
- Rebates are paid in the form of a credit to the account the month following the end of the quarter
- Accounts must be active and in good standing by the end of the quarter to receive rebates
- AVIXA or CEDIA membership sponsored by ADI first year - \$500 value
 - Application must be submitted with dealer agreement
- Competitive AV Elite member pricing
- Member-only promotions
- AV Elite Exclusive Trainings
- Discounts on third party dealer service providers

Membership Has Its Rewards

Improve Your Bottom Line

Earn a rebate on eligible products in the program.

Rebate will be paid annually as a credit to your ADI account. The more you spend, the greater the rebate! (Account must be current in order to receive rebate.)

Industry Associations Helps Make Your Business More Successful

ADI will pay your CEDIA or AVIXA membership (Your Choice) for the first year, a \$500 value.

Avixa is the trade association representing the professional audiovisual and information communications industries worldwide. Being an Avixa member means belonging to the premier organization committed to furthering the professionalism of the audiovisual industry through:



- Education, training and certification
- Development and promotion of industry standards
- Local, national and global networking events
- Elevation of the audiovisual industry to the broader business community

CEDIA is the leading global authority in the \$20 billion home technology industry. As a CEDIA member, you will have access to fantastic benefits designed to help you grow your business and add profit to your bottom line. CEDIA membership will provide you with lead generation, training, networking opportunities, industry research, publications and weekly communications with content tailored to help you do business better and make smarter decisions.



- Customized Warranty Plan
- Cell Phone Discounts
- Mobile Credit Card Processing
- Risk Management
- Sales Assessment Tool
- Insurance
- Fleet Productivity
- Search Engine Optimization
- Fleet Management
- Office Depot
- Sears Commercial
- Payroll Solution

CEDIA Membership Make Your Business More Successful

ADI will pay your CEDIA Bronze membership for the first year, a \$500 value. CEDIA is the international trade association and central touch point for than 3,300 member companies that represent every facet of the ever-evolving \$20 billion home technology market. As a CEDIA member, you have access to valuable member benefits designed to help you grow your business and add profit to your bottom line. You can easily accumulate thousands of dollars in value from your membership through lead generation, free and discounted training opportunities, industry research, and free attendance to the premier trade show for home automation, CEDIA 2022.

Generate Leads CEDIA members are on the map. More than 11,400 consumers visit cedia.org a month. The CEDIA Finder Service enables homeowners to search locally for qualified members. What does this mean for your business? Your qualifications, project photos, and contact information are all on display to bring more business opportunities quickly, easily, and efficiently.

CEDIA Training As the leader in residential technology education, CEDIA offers numerous education discounts and free learning opportunities for members that will help you save money immediately. Offerings include over 65 hours of free online training content (worth over \$4,000), including the acclaimed Business Toolkit Webinar Series; substantial discounts on in-person and online education, including both the Basic and Home Theater Boot Camps; and special pricing on the CEDIA Business Xchange, a three-day summit designed to help you create an action plan to tackle your biggest business and operational challenges.

CEDIA 2022 As a member, you and all of your organization's employees have the opportunity to attend the world's premier home automation event, CEDIA 2022, for free, a savings of \$250 per attendee. CEDIA 2022 is the place to expand your network, explore growth opportunities, inspire and be inspired alongside the industry's leading experts. On top of extraordinary access to the most visionary thinking, products and resources in the world, you'll have the chance to receive in-depth training.

Profit Analysis As a CEDIA member, you are able to participate in our Benchmarking Survey, which provides you with an in-depth look into your operations as compared to other like-sized organizations, and more importantly, a profitability action plan—a value of up to \$10,000 that is free to all members.

CEDIA Career Center Find the perfect employee when you post your company's available jobs to CEDIA's job board. The CEDIA job board is incredibly active with over 1,200 page views a month.

Build Community CEDIA is committed to helping you grow your community—a community that shares knowledge and ideas to help you build a thriving business. Our new CEDIA Groups program facilitates peer discussions among CEDIA members via teleconference, allowing you a platform to discuss common business challenges and best practices—all with the goal of improving your business.

Networking and Outreach CEDIA offers you the ability to serve as a CEDIA Outreach Instructor (COI) to establish vital contacts and offer continuing education credits to architects, builders and interior designers in your area.

AVIXA

International Membership

ADI will pay your AVIXA Bronze membership for the first year, a \$500 value. AVIXA International® is the trade association representing the professional audiovisual and information communications industries worldwide. From offices around the world, AVIXA serves its members and the industry through:

- Education, including technical and business courses, in the classroom and online
- Resources, such as AV standards, thought pieces and market research
- Events, including programs, conferences, and international trade shows

Established in 1939, AVIXA has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users and multimedia professionals from more than 90 countries.

As an ANSI Accredited Standards Developer Organization (ASD), InfoComm provides industry standards as the foundation for quality audiovisual systems. In addition, as an ANSI Accredited Certification Body, AVIXA offers the Certified Technology Specialist™ (CTS®) program — the only ANSI accredited audiovisual certification under the International Standard ISO/IEC 17024.

AVIXA International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. AVIXA also produces trade shows in Asia, Europe, Latin America and the Middle East.

Free and Discounted Products and Services Members Receive:

- Four free online education products:
 - » Quick Start to the AV Industry
 - » Essentials of AV Technology
 - » InfoComm-Recognized AV Technologist Test
 - » CTS Prep Online
- Free or discounted admission to Regional events
- Free admission to trade shows around the world
- Free AVIXA standards
- Listing in Member Directory and search results

Members also Receive Discounts on:

- CTS exam
- AVIXA University courses
- AVIXA market research reports
- AV-specific job posting and job search on the AVIXA JobSite
- AVIXA manuals and handbooks

Member Tools - Take Advantage of These Resources Available to Members Only:

- Member Logos AVIXA member logos to use on printed and online marketing materials.
- Market Research Discounted and free AV industry research reports.
- Best of the AV Experience Video Hear insights into life in the AV industry from six visionaries in this 7-minute video — effective for recruiting and staff orientation.
- PowerPoint® Presentations Customizable to your needs, these include an introduction to the AV industry and several to help architects earn AIA and RIBA credits.

AVIXA is dedicated to helping you provide exceptional experiences through technology with AV-specific communities, education and resources. We are your AV trade association with more than 5,000 members representing over 100,000 AV professionals worldwide.

Suppliers Offering Project Registration

Register often with select suppliers offering enhanced margin opportunities, additional savings, and get a competitive advantage. Contact your ADI Rep for assistance or our Project Registration Team at **855.867.4946** or adiprojectreg@adiglobal.com.



Help Your Business Grow.

AND MORE

Membership Rewards

Differentiate Yourself From the Competition Gain access to restricted products from participating Suppliers that are not typically available through distribution. We work with our Suppliers to add products just for AV Elite members to give you a competitive advantage in the market.

Save Money AV Elite members have access to money-saving quarterly sales and bulk buys. We offer four sales and bulk buys per year and each sale will run for one month. You can increase your profit by taking advantage of these special offers.

Save Time & Boost Profits Free AV pre-sales systems application support and design through ADI's world-class Systems Support. Don't let integration issues drain your time, budget and your resources. Turn to the subject matter experts to help you choose the right products and solutions for the job and to help identify new revenue opportunities! Systems Support will enable you to focus your time on selling, future projects and growing your business.

Add Margin to Your Commercial Projects Project registration enables members to add additional margin opportunities on Commercial AV projects. ADI will assist members in obtaining special pricing from Suppliers on large commercial AV projects. ADI is committed to your success and we pass the entire Supplier registration discount to you! Please see listed below manufacturers in the AV Elite program that offer project registration.

Reduce Your Inventory Costs Sixty-day product staging helps you reduce the costs of managing and holding inventory. Members can work with their branch manager to bring in all the equipment required for a job and take the product as needed throughout the lifecycle of the project. ADI offers 24/7 pickup and next-day delivery.

Get the Best Value ADI offers competitive pricing for AV Elite members! We will work with you to match any competitor's advertised price.

Discounts on Business Services AV Elite members save money on third party business service providers designed to help make your business more successful.

Improve Your Cash Flow Do you need extended payment terms for large projects where you won't get paid quickly? Are there times when your cash flow is tight? Would you like to buy more at ADI without tying up your other lines of credit? Contact your ADI Rep or Credit Specialist to discuss options to help keep your business running when these projects present themselves.



Provided Free Of Charge:

Turn to ADI for Your AV Systems Support Assistance

Design and installation of today's diverse systems can be a challenge for any AV integrator. Don't let integration issues drain your budget and your resources.

ADI's Systems Support Specialists know your business and are proficient in all key technology areas including AV, IP Solutions, Video Surveillance, Fire, Telephony, Wire & Commercial Structured Cable, Access and more. Call our team today and discover why so many dealers are turning to ADI to access the technical expertise and customer care your business requires.



AV SYSTEMS SUPPORT
1.877.797.4226

Pre-Sales Application Assistance • Complete Systems Integration Support
Home Theater • Whole-House Audio • Commercial AV • Dedicated IP Solutions Team
Project Registration • Structured Cable Specialists • Networking Specialists
Microsoft MCSE Certification • A+ Certification • CTS Certification



Dealer Service Providers:



d-tools

1850 Gateway Blvd. Suite 1060 • Concord, CA 94520 • 866.386.6571 • sales@d-tools.com

d-tools provides award-winning core business software for systems integrators that streamlines project workflows by eliminating all instances of double data entry, resulting in time and costs savings and reducing, if not eliminating, design errors and omissions. Ultimately, the use of d-tools solutions lead to improved operational efficiencies and healthier bottom-line results.

d-tools' on-premises software, System Integrator (SI), and cloud-based platform, d-tools Cloud, help manage all aspects of an integrator's business – including sales, system design, project documentation, procurement, project management and reporting – all through a data-driven process that leverages an extensive and integrated product library.

To Sign Up:

Contact our sales team at 1.925.681.2326 x 1 or sales@d-tools.com. Mention Discount Code: **AV Elite**

2022 ADI AV ELITE DEALER PROGRAM OFFER

- 15% Discount for AV Elite Members new to d-tools or upgrading to SA
- Free 45-day trial of d-tools Cloud
- Direct integration with ADI for d-tools Cloud and System Integrator
- Direct order integration for d-tools Cloud users

d-tools Product	Regular Price	ADI AV Elite Dealer Discount	2022 AV ADI Elite Dealer Price
System Integrator (SI) Annual Subscription (per user)	\$1,500	15%	\$1,275
SI Additional Seats	\$2,500	15%	\$2,125
QuickBooks Integration	\$300	15%	\$255
15% off of Professional Services packages 15% off d-tools Cloud annual pricing plans			

Next Steps:

Request a 30 Day Trial • Request a Personal Online Tour • Request a Quote

To learn more, please visit www.d-tools.com. All amounts are USD

About ADI

We Can Help You Grow Your Business

ADI gives you MORE! As a leading distributor of AV products, ADI is here to provide the solutions, support and service you need to help your business grow. Our superior product offering, convenient branch locations, friendly and knowledgeable staff, and extensive training opportunities can be relied on to help you win new business. As your one-stop resource, ADI offers all the technology and education to help you expand into new markets.

- **Over 100 Fully Stocked Branches across North America**
- **Over 1,500 Education and Training Opportunities Annually**
- **ADI Expo Training Series and One-day Sales Event**
- **Dedicated Training Room in Each Branch**
- **Branch Events and Trainings**
- **Industry Trade Shows and Events**
- **Knowledgeable Sales Representatives**
- **Systems Sales and Integration Support**
- **One-Hour Pick up and Same Day Delivery**
- **Just-In-Time Delivery**
- **Flexible Return and Repair Policies**
- **Credit Terms**
- **Powerful Online Shopping and Account Management**
- **Extensive Product Catalogs and Monthly Sales Promotions**
- **Weekly Online Newsletters**
- **IP Programming Services at a nominal charge**
- **Herman Integration Services for Subcontracting AV Labor & Technical Resources**



It takes more than convenient locations, great products and fast shipping to be successful. ADI has the largest and best-trained team of sales and technical professionals who can help you prosper and flourish in this exciting and growing marketplace. They are the reason why ADI is considered the best in the industry. And they are available every business day to help you succeed! If you're serious about success, rely on ADI and our team of dedicated professionals.

Sign up today and start benefiting
from this amazing opportunity.



For more information, call 844.AVELITE • adiglobal.com/ca • avelite@adiglobal.com

Not all products are available at all locations.

