

## 2024 Dealer Partnership Programs FAQs

### **What impact will these new dealer programs have on my existing dealer agreement with ATS Acoustics?**

*Effective September 1st, 2024; in order to receive dealer discounts and other associated benefits of the ATS Acoustics dealer programs, new and existing dealers will be required to sign up for one of the three new dealer programs. ie: Platinum, Gold or Silver. The links to the appropriate dealer agreement have been emailed to you. Please download, review, sign, and return it to your respective dedicated sales or customer service representative at ATS Acoustics.*

*Dealers that have signed an agreement within the past 6 months will be automatically enrolled in the Gold Dealer Program. The benefits associated with the Gold dealer program will be valid regardless of additional purchases made by the dealer until the “anniversary date” of the initial sign-up. On the anniversary date, ATS Acoustics will review the total purchases for the year and will either reinstate the Gold program or provide the option to move into either Platinum or Silver program.*

### **I’ve already ordered \$50K or \$100K in products this year. Will I receive a refund or credit towards my next purchase for going over these amounts already this year, or am I starting from scratch on September 1st?**

*Dealers that historically purchased products from ATS Acoustics have been accorded benefits according to the dealer program that was effective at the time of said purchase. The new dealer programs will be effective starting Sept. 1st, 2024 and as such the annual purchase levels for the various program levels will be determined starting Sept. 1st as well.*

### **What type of promotional and advertising materials will I be receiving or will be available for me to purchase?**

*ATS Acoustics is committed to providing promotional and advertising support to dealers as specified by the terms of the new dealer program. ATS Acoustics will be providing*

*sales/marketing support materials (such as sample packs, swatch packs, and sell sheets) and will support collaborative digital online/social media marketing efforts (such as Youtube podcasts, success stories, articles, blogs etc.) promoting dealer's business utilizing ATS Acoustics products. Unique marketing requests will also be supported for dealers in the platinum and gold programs on a case by case basis.*

**Do I receive a discount on all products including DIY materials, or just manufactured products still?**

*Discounting will include all products. Discounting for Platinum, Gold and Silver dealer program levels are based strictly on annual purchase volume within the term of the appropriate dealer program.*

**Can I receive a special discount on outfitting my showroom?**

*All discounting is based on your program level and overall purchase volume. Special and unique requests may be entertained based on business needs. Please contact your dedicated ATS Acoustics sales representative with such requests.*

**Do I receive a discount on custom/special ordered materials? Such as alternative Guilford of Maine fabrics, 4 x 8 insulation sheets, etc**

*Yes. All discounting is based on your program level and overall annual purchase volume.*

**On products that automatically have quantity discounts (burlap fabric, microsuede fabric, Hexagon panels, 12pks of sealant and compound, rotofast snap-on and regular anchors, etc), do I receive my full dealer discount on top of that discounted cost, or do I receive a lesser percentage dealer discount on that item?**

*Discounting on products that already have a volume discount will qualify for additional discount such that the total discount on the product will be equal to those outlined in the appropriate dealer program. All discounting is based on annual purchase volume.*

**Is there a grace limit for minimum yearly purchase terms or will you cancel me the very next day?**

*After the anniversary date of the agreement, a dealer will have ten business days to either meet the yearly purchase volume for their existing program level or sign up for an alternative dealer program level. If your dealer agreement is canceled, you can apply to be reinstated into the program one year from the date of cancellation. Variation from this policy is on a case by case basis and at the sole discretion of ATS Acoustics.*

**Can my customers still order directly from you or pay you directly and I just handle the installations?**

*Yes. ATS Acoustics will make every effort to support dealers with such requests. However, due to certain system limitations regarding billing, this can only be supported for Check or ACH payments. At this time customer payments by credit card will not be supported for such requests as they cannot be recorded onto the dealer's account and would therefore not fall under or be credited towards the dealer's annual purchase terms.*

**Do I receive any additional percentage discounts for paying by check, ACH, or wire transfer? What about for early payments within the net terms?**

*At this time ATS Acoustics is unable to offer additional discounts beyond those outlined in the dealer programs specific to the method of payment or early payments. We will consider adding/incorporating such incentives in the next iteration of these dealer programs.*

**Are you going to offer on-site workshops at your facility in future?**

*At this time ATS Acoustics can only offer this service on a case by case basis for Platinum dealers.*

**On stocked items, will the warranty still only cover 1 year from time of purchase or will it be extended?**

*Warranty coverage on all products will remain one year from the date of shipment for all purchases.*

**When I place an order for Stock, can I batch ship the order into separate shipments over the course of the year (or at least a few months) or must everything be shipped all at once?**

*Yes, batch shipments of stocking orders will be supported. However, the entire order must be shipped within the duration of the extended payment terms as specified within the individual Platinum or Gold dealer programs.*

**Can you commit to lead times on any other products?**

*At this time we can only commit to lead times on Hardened Edge panel orders. Lead Times on all other products are on a case by case basis.*

**Will the Product Training Webinars be made available somewhere for reference in training new employees or in the case I am unable to attend it?**

*ATS Acoustics will be conducting webinars on a monthly basis and will communicate dates well in advance for these events. We will also record all training webinars and email a copy after the event. However, attending the “Live” event is highly recommended since you will have the opportunity to ask live questions during the webinar.*

*Note: For additional questions please feel free to call ATS Acoustics at 815-364-9579 or email ATS Acoustics at [atsinfo@atsacoustics.com](mailto:atsinfo@atsacoustics.com)*