

EXHIBIT A
CHAUVET LIGHTING MINIMUM ADVERTISED PRICE POLICY

CHAUVET LIGHTING (“CHAUVET”) has determined that the implementation of this Minimum Advertised Price (“MAP”) Policy is in its and its dealers’ best interests to promote fair competition across the CHAUVET dealer channels. This MAP Policy has been established unilaterally by CHAUVET and will be uniformly applied to all CHAUVET dealers. This MAP Policy applies only to advertised prices and does not apply to the price at which CHAUVET products are actually sold. Dealers may, in their sole discretion, sell CHAUVET products at any price.

Minimum Advertised Prices

Except for the specific exceptions expressly set forth below, CHAUVET dealers may only advertise CHAUVET products (including, without limitation, “Open Box” products and all other products and product types not expressly listed below) at a price equal to or greater than the MAP reflected on CHAUVET’S current price list. Advertising CHAUVET products at a price below the MAP is strictly prohibited. The MAP only reflects the minimum price at which CHAUVET products may be advertised. CHAUVET does not seek, nor will it accept, any agreement or understanding with any dealer regarding the actual prices to be advertised or charged. This MAP Policy is not intended to restrict the dealer’s ability to negotiate resale prices in person-to-person transactions.

This MAP Policy applies to all prices disseminated to the general public, regardless of the manner communicated and irrespective of the format or medium of communication, whether it be by electronic mail, automated e-mail reply or any other automated means of listing or communicating prices (**whether or not a login is required or in connection with a VIP program**), postcard, flyer, radio or television, display at a consumer exhibition and trade show, magazine, trade journal, newspaper insert, catalog, website, social media site, Internet auction site or any other form of advertising and media or means of communicating prices. CHAUVET products offered for sale on internet auctions must require a starting bid no lower than the MAP. “Buy it Now” pricing must be listed no lower than the MAP.

Exceptions to Minimum Advertised Prices

Factory refurbished products may be advertised at prices below the current MAP only in local print media or on the Dealer’s own website, provided the description accompanying the advertised price clearly states that the products are “refurbished”, “factory restock” or “used” and only carry CHAUVET’s refurbished product standard limited warranty. Dealers may not advertise factory refurbished products at prices below the current MAP on third party websites or through Internet auctions. For purposes of this MAP Policy, factory refurbished products must have been purchased as “refurbished” directly from CHAUVET and must be in the Dealer’s stock prior to their being advertised for sale.

“Demo”, “Floor Sample”, “Used” and “Display” products may be advertised at prices below the current MAP only in local print media or on the Dealer’s own website, provided the description accompanying the advertised price clearly states that the products are “Demo”, “Floor Sample”, “Used” or “Display” products and are sold “AS IS” without any warranty by CHAUVET or any right of return, exchange or refund. For purposes of this MAP Policy, Dealers may not advertise any “Demo”, “Floor Sample”, “Used” or “Display” product at a price below the current MAP unless the product being advertised is in the Dealer’s stock prior to being advertised for sale and, if the product being advertised has a serial number, the advertisement includes such serial number. Dealers may not advertise “Demo”, “Floor Samples”, “Used”, “Display” or similar products at prices below the current MAP on third party websites or through Internet auctions. **“Open Box” products are not included within this MAP exception and, therefore, “Open Box” products may not be advertised at a price lower than the MAP reflected on CHAUVET’S current price list.**

Discontinued products may be advertised at prices below the current MAP only in local print media or on the Dealer’s own website, provided those items have been designated as “Discontinued” on CHAUVET’s website (www.chauvetlighting.com). Dealers may not advertise discontinued products at prices below the current MAP on third party websites or through Internet auctions.

Violation of Policy

Violations of this MAP Policy may result in termination of the Dealer Agreement. CHAUVET will, in its sole and absolute discretion, determine whether a violation of this MAP Policy has occurred and the consequences of the violation.

Modifications to MAP Policy

CHAUVET may, in its sole discretion, modify this MAP Policy or the MAP applicable to any CHAUVET product at any time. Any modifications to this MAP Policy or the MAP applicable to products will be effective immediately. CHAUVET dealers are responsible for monitoring the CHAUVET Dealer FTP site for modifications to this MAP Policy and for complying with any such modifications.

DEALER: _____
By: _____ Date: _____
Name: _____
Title: _____