

# Ricoh Pro AV Member Guide

**RICOH**  
imagine. change.



The Ricoh Pro AV Program was created to provide Pro AV Dealers with the support and incentives to profitably integrate Ricoh projectors and services into their solutions. The Program was designed for Dealers that add significant value to Ricoh products and services through integration into complete solutions.

## Program Benefits

### Automatic 10% Discount

Pro AV Program members get a 10% up-front discount from their Ricoh Authorized Distributor at the time of purchase on Ricoh Pro AV projectors.

### +10% Opportunity Registration Discount

[www.Ricoh-USA.com/proav](http://www.Ricoh-USA.com/proav)

Pro AV Program members get an additional 10% up-front discount from their Ricoh Authorized Distributor at the time of purchase on Ricoh Pro AV projectors with a Ricoh Opportunity Registration number. Opportunities must be registered and approved in advance of purchase at [www.ricoh-usa.com/proav](http://www.ricoh-usa.com/proav).

### +5% Discount for Gov / Ed / Med / HOW Sales

Pro AV Program members get an additional 5% up-front discount from their Ricoh Authorized Distributor at the time of purchase on Ricoh Pro AV projectors for government, education, medical, and house of worship sales.

### Summary & Example of Discounts Above

Standard Dealer Cost	Example with \$1000 Dealer Cost
10% Pro AV Program Member Discount	\$100 Savings
10% Opportunity Registration Discount	\$100 Savings
5% Gov / Ed / Med / HOW Sales Discount	\$ 50 Savings
25% Total Savings	\$250 Total Savings

### 50% Discount on “Not for Resale” Demo Units

Pro AV Program members get a 50% up-front discount from their Ricoh Authorized Distributor at the time of purchase on demo units, calculated from MSRP.

### \$500 Lens Credit

Pro AV Program members get a \$500 lens credit from their Ricoh Authorized Distributor at time of purchase when purchasing a Ricoh Pro AV projector that requires the purchase of a separate lens. This is on a 1:1 basis, so no more than one \$500 credit will be provided per projector.

## **Incentives for Sales Reps**

[www.RicohRoyalties.com](http://www.RicohRoyalties.com)

The sales reps of Pro AV Program members are eligible to participate in sales incentive Programs paid by Ricoh via the Ricoh Royalties debit card Program.

## **Exclusive Online Sales & Marketing Tools**

[www.DocMall.com](http://www.DocMall.com)

Pro AV Program members can get sales and marketing tools from Ricoh's Document Mall at [www.DocMall.com](http://www.DocMall.com). Log-in credentials will be provided to all Program members.

## **Ricoh Account Manager and Support Team**

800-RICOH-43

Pro AV Program members are assigned a dedicated account manager to assist with sales and sales training. The account manager is supported by a team of sales, marketing, and technical professionals, including field engineers.

## **U.S. Based Tech Support – 24/7**

800-RICOH-38

Ricoh provides, around the clock, U.S. based technical support and service deployment to assure client satisfaction.

## **Dealer Qualifications**

1. Dealer must agree with Program terms and conditions. Submission of the application to Ricoh shall constitute the applicants agreement to these terms and conditions.
2. Dealer must agree to not advertise pricing of Ricoh Pro AV projectors online alone or in packages, including, but not limited to "See Price in Cart" pricing. Dealer may advertise the product itself, but not pricing, whether in print or via web store or web service.
3. Dealer must add significant value to Ricoh products through their sales and technical staff which is capable of integrating and installing Ricoh Pro AV projectors and services with other products and services.
4. Dealer must have a commercial business address, web site, and e-mail address (from the web site domain).
5. Dealer must have an active customer relationship in good standing with one or more of Ricoh's Authorized Distributors. Only purchases from those Distributors will qualify for this Program.
6. Dealer must designate a Ricoh specialist to facilitate sales, marketing, integration, installation, and operational support.

7. Dealers are encouraged to purchase a “Not for Resale” demo unit of each current Pro AV projector family that is promoted. Demo units cannot be resold for 90 days. Demo purchases are limited to 1 of each type annually.
8. None of the purchases through the Ricoh Pro AV Program will apply to the Ricoh Rewards Program, nor will any purchase made via the Rewards Program apply to the Pro AV Program. They are mutually exclusive Programs.

### **Qualifying Models**

Models are subject to change, but will be clearly designated as Ricoh Pro AV models on the Ricoh Pro AV web portal. The current models, as of January 2018, are the PJ X6180N, PJ WU6181N, PJ WX6181N, PJ WUL6280, PJ WXL6280, and PJ KU12000.

### **Transfer**

Ricoh Pro AV members are not allowed to transfer or assign any of the Program benefits to any third party.

### **Changes & Termination**

Ricoh reserves the right to change the terms or conditions of this Program at any time without notice, including terminating the Program.

## **Authorized Pro AV Distributors**

Shoreview Distribution and Synnex are the authorized distributors for the Ricoh Pro AV program.

**Shoreview Distribution**  
69 Elm Street  
Foxboro, MA 02035  
800-558-3877  
[www.shoreviewdistribution.com](http://www.shoreviewdistribution.com)

**Synnex**  
39 Pelham Ridge Drive  
Greenville, SC 29615  
800-456-4822  
[www.synnex.com](http://www.synnex.com)

**Ricoh USA, Inc.**

70 Valley Stream Parkway

Malvern, PA 19355

800-RICOH-43

[www.ricoh-usa.com/proav](http://www.ricoh-usa.com/proav)

©2018 Ricoh USA, Inc. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these

[www.ricoh-usa.com/proav](http://www.ricoh-usa.com/proav)

materials. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them. Visit [www.ricoh-usa.com/proav](http://www.ricoh-usa.com/proav) for all current Program rules, regulations, terms and conditions. Ricoh reserves the right to modify or discontinue any and all Program elements and requirements without prior notice.

Terms and conditions for the Ricoh Pro AV Program are located on [www.ricoh-usa.com/proav](http://www.ricoh-usa.com/proav). Please visit our website to obtain the latest Program terms and conditions. This document was last updated in January 2018.