



Representative Specification Credit
for Factory Installed Products
PROMOTIONAL
Red Sauce-Dry Rub
Program

For Spec Credits sent 4/1/2021 to 6/30/2021

When you specify, convert and promote Assurance Emergency Lighting products that are OEM factory purchased and installed, your agency may be eligible to receive a flat dollar credit per unit **-PLUS Memphis Original Red Sauce or Memphis Sweet Heat Dry Rub.**

For every \$10.00 Specification Credit claimed, you will also earn one 1.5 Fl. Oz bottle Original Memphis Red Sauce or one 1.5 Oz. Memphis Sweet Heat Dry Rub packet.

You can share the sauce & rubs with your customers, office team, family or friends.

Example 1- Convert one OEM luminaire order for 35 generic 10W LED EM drivers to Assurance L10-CEC, earn \$105.00 ($\$3.00 * 35$) plus 11 bottles of sauce ($\$105/\$10=10.5$, we will round up.)

Example 2- Convert 25 High Bay from a factory supplied brand to Assurance L25-C and earn \$125.00 ($\$5 * 25$) and 13 dry rub packets.

This promo will run for Spec Credits sent to Assurance from 4-1-2021 till 6-30-2021. There is no limit to sauces or rubs earned. Each OEM purchase will need to be validated and matched to submitted Specification Credit.

Use our Standard Specification Credit Form for entries – note whether you want sauce, rubs or a combination of both.

Note: The Specification Credit Program without the promotional sauce is ongoing.

Email to forms to: Customer.Service@AssuranceLighting.com