



Accelerate — 2026 Sales Growth Program

Electrical Distribution & Lighting Showrooms



New Products

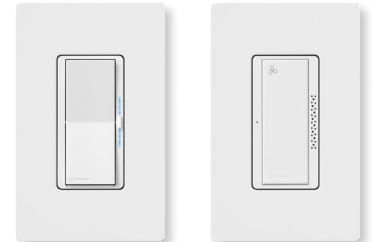
Next-Gen Bathroom Controls

Diva Dimmer with Night Mode

LED+ dimmer that's easy on the eyes – features a soft-glow indicator light and gentle rise-to-on in the dark.

Humidity Sensor Switch

Reduces moisture, mold, and mildew by detecting humidity changes and automatically turning the exhaust fan on.



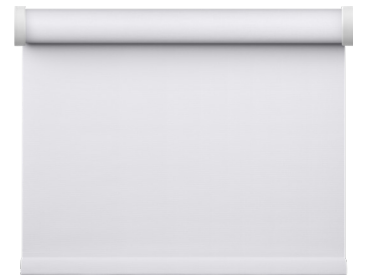
Diva Dimmer with Night Mode

Humidity Sensor Switch

Smart Shades

Triathlon Select

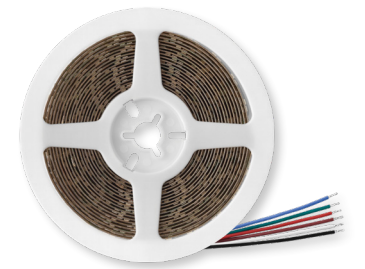
Smart shades made easy at a customer-friendly price point. Count the number of windows, measure, order, and install in about 15 minutes.



Intelligent Light

Lumaris RGB + Tunable White Tape Light

Tunable white and warm dim from one tape light; CCT range of 1800K – 4000K as well as saturated colors. Compatible with RadioRA 3.



Commercial Systems

Vive Wired Occupancy Transmitter

Allows the use of wired occupancy sensors with wireless systems. Transmits Lutron Clear Connect RF commands from a wired occupancy sensor.

Athena System Enhancements

Smaller-than-ever architectural downlights, new wireless keypad styles, and a more powerful dashboard.



Vive Wired
Occupancy Transmitter

Lutron Dashboard

Investing in Your Growth

Preferred Pro

- Drives confidence and adoption through trainings
- Promotes Lutron innovations to drive sales
- Builds customer loyalty

Connect Store

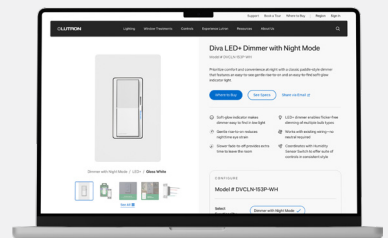
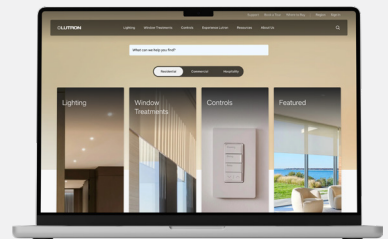
- Streamline operations on a single platform
- Simple shopping experience
- Improved order management

New Website

- Smarter navigation and unified design
- Enhanced product discovery and comparison
- Simplified search
- Mobile-friendly design

E-Commerce

- Enhanced online assets
- Increased localized content (French translations)
- Brand protection initiatives
- Up-to-date syndication services (such as IDEA Connector)



Building Stronger Connections in Electrical Distribution



Building the Future Together

Lutron is deepening its commitment to the electrical wholesale channel through continued investments such as groundbreaking product innovation, an expanded distribution sales team, and the vital R&D strategy that is intrinsic to our core culture—allocating 10% of resources to fuel future growth.

Strategic Opportunities

Lutron currently averages 2.1 wallbox controls per home, signaling room for growth in whole-home solutions. 14.2 Million bathrooms are remodeled annually – our largest, untapped opportunity – yet only 11% of those include Lutron controls. Capturing 20% more of these projects with one dimmer and one sensor per bathroom unlocks a \$200 million opportunity for contractors and distributors.

Investing in Your Success

Lutron elevates distributor success with new training opportunities, including updated RadioRA 3 certification, refreshed Vive badging seminars, and ongoing access to our award-winning Lighting Control Institute. Stay ahead of the curve with the tools and expertise to drive demand, boost sales, and deliver standout customer experiences.

Program Details

Benefits	
 Base Rebate Back to \$1	 Growth Rebate Opportunities
 Sales Growth with MDF*	 Exclusive Promotions
 0% Restock Fee on Eligible Returns**	 Prepaid Shipping Benefits***

Enrollment Commitments	
Minimum Purchase Must meet 2026 minimum purchase requirements per location for each product family in the selected business category	Ordering 90% of eligible orders must be placed electronically (EDI/myOrders/Connect Store)
Merchandising A minimum of 90% of all dimmers merchandised and displayed must be made by Lutron	Product Innovation Commitment to stock, promote, and sell new products
Customer Engagement Must host one Lutron customer training event per market served, during the first half of the year	

*2026 MDF is 2% of 2025 sales in enrolled Accelerate categories.
**Returns up to allowable amount have a 0% restock fee within a 1:1 stock order. See program terms on page 11 for details.
***Manual order minimum: \$750 USD/CAD, EDI/myOrders/Connect Store order minimum: \$100 USD/CAD. See program terms on page 11 for details.

1. Choose a Business Category

Commercial



Wallbox



In-Wall Sensors



Commercial Wireless

Residential



Wallbox



In-Wall Sensors



Caséta

Commercial & Residential



Wallbox



In-Wall Sensors



Commercial Wireless



Caséta

2. Enrollment Minimums

A Market	\$30,000 Wallbox	\$6,500 In-Wall Sensors	\$1,800 In-Wall Sensors LSR Minimums	\$6,500 Caséta	\$22,500 Commercial Wireless
B Market	\$17,500 Wallbox	\$4,250 In-Wall Sensors	\$1,200 In-Wall Sensors LSR Minimums	\$4,250 Caséta	\$15,000 Commercial Wireless
C Market	\$8,500 Wallbox	\$2,000 In-Wall Sensors	\$600 In-Wall Sensors LSR Minimums	\$1,750 Caséta	\$7,000 Commercial Wireless

3. Discounts and Rebates

Wallbox

50% Off List

In-Wall Sensors

50% Off List

Caséta

48.5% Off List

Commercial Wireless

45% Off List

Base Rebate*

Growth Percentage
5%
10%
15%
20%
25%
30%

Growth Rebate**
1%
2%
3%
4%
4.5%
5%

**Per enrolled category.

Key Dates

Enrollment	Start	October 29, 2025
	End	January 15, 2026
MDF Planning for First Half of 2026	Start	Jan 1, 2026
	End	March 27, 2026
First Half MDF Unused Funds	Expiration	July 31, 2026
MDF Planning for Second Half of 2026	Start	March 30, 2026
	End	July 31, 2026
Second Half MDF Unused Funds	Expiration	December 15, 2026

Program Terms

Enrollment Commitments

- **Minimum Purchases:** Must meet 2025 minimum purchase requirements per location for each product family in the selected business category
- **Merchandising:** A minimum of 90% of all dimmers merchandised and displayed must be Lutron
- **Customer Engagement:** Must host one Lutron customer training event, per market served, during the first half of the year.
- **Ordering:** 90% of eligible orders must be placed electronically (EDI, Connect Store, or myOrders)
- **Product Innovation:** Commitment to stock, promote, and sell new products

Rebate and Pricing

- **Base Rebate:** Paid on each product family sales back to \$1. Must achieve 95% of prior year's sales in a product family to be eligible for the base rebate. Base rebate is only paid on the product families within your enrolled business category. Base rebate percentage based on final 2025 Accelerate categories.
- **Growth rebate:** Paid back to \$1 on individual product families where growth is achieved.

Program Benefits

- **MDF:** 2026 MDF is 2% of 2025 sales in enrolled Accelerate categories. MDF is accrued on enrolled individual product families. 50% of MDF must be used by July 31, 2026. All MDF expires December 15, 2026. Lutron has the right to exclude project business.
- **Accelerate Promotions:** Promotions designed for enrolled Lutron Accelerate Distributors. Promotion participation required as part of enrollment.
- **Payment Terms:** 1% 10th prox 25th
- **Prepaid Shipping Benefits:** Manual order minimum: \$750 USD/CAD. EDI/myOrders/Connect Store order minimum: \$100 USD/CAD. Lutron reserves the right to choose the carrier for orders shipped freight prepaid. If account requests a specific carrier, the order will be shipped freight collect, regardless of order size. Shipping minimums do not apply to replacement parts for existing systems. Shade freight policy supersedes above. All orders below \$100 will be shipped ground. If expedited shipping is required, account will pay the handling fee (\$20 for faxed orders, or \$10 for EDI/myOrders/Connect Store orders) + freight.
- **Non-Defective Returned Goods Policy:**
 - **Stock return:** Returns up to allowable amount have a 0% restock fee within a 1:1 stock order. Returns exceeding the allowable amount are subject to a 25% restock fee with a 1:1 stock order
 - **Allowable amount:** 3% of all into-stock orders of wallbox, in-wall sensors, Caséta by Lutron, RadioRA systems, Vive wireless
 - **Return cutoff date:** Product must be received at Lutron by November 30, 2026. If received after November 30th, it may be subject to restock fees.
 - **Project return:** 25% restock fee

E-Commerce

- **U.S. and Canada Sales Policies:** Lutron has established several policies regarding the advertising, marketing, and resale of its products. The policies are important components of our strategy to properly support sales, and to preserve and protect the value of Lutron intellectual property and the reputation of the Lutron brand. To view our latest policies, please visit lutron.com/salespolicies. This site contains information about Lutron's Brand Protection and Minimum Advertised Price (MAP) Policies. For any questions, please email: brandprotection@lutron.com
- **Selling on Marketplace:** Accounts must have or must obtain written approval from Lutron prior to selling Lutron products on third-party, online marketplaces (such as Amazon.com or Walmart.com). For any questions, please email: ecommerce@lutron.com



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