

Rep Alert

Dear Sales Partner,

Please find below the details of a customer promotion and a distributor promotion for the 2638A Hydra Series III.



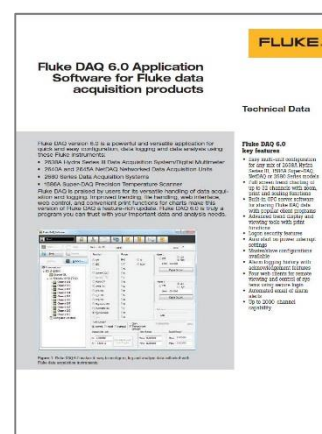
End-customer promotion

50% off on DAQ software 6.0 with the purchase of a 2638A Hydra Series II.

Time frame: February 1st – May 31st, 2015

How to promote:

- Promotional banner on FCAL website
- Promotional banner on distributors' websites.
- Html mail to end customers
- New DAQ 6.0 datasheet (Pub-ID 13043)



Distributor promotion

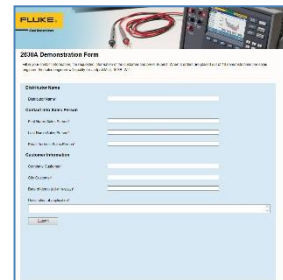
i-Pad mini for 3 orders out of 10 demonstrations !



Distributors who want to buy a demo model or second demo unit, can purchase one at 40% off. Place your order with the text "2638A DEMO MODEL". **This demo discount is valid until February 20th, 2015.**

How does it work

- Sales engineer to give 10 demonstrations of the 2638A.
- After each demonstration go to http://e.flukecal.com/EU_2638A_Demo_Form and fill in the 2638A demonstration form.
- The submitter will receive a Reference Number.
- When the sales engineer has given 10 demonstrations and out of these 10 demos, 3 customers orders are booked, he qualifies for an iPad mini, 16GB, WiFi retina.
- With placing of each of the 3 orders, please indicate on the order the respective Reference Number
- After receipt of the orders, Fluke Calibration will check whether all qualification criteria are met, the sales engineer will be notified and the iPad is sent.



Rules

1. Only completely filled in forms qualify for the action.
2. The demonstrations must have been given in the period Feb. 1st till May 31st, 2015.
3. Only orders qualify that are booked in the period Feb 1st till July 3rd, 2015.