

2025 ELITE PARTNER PROGRAM



Barbados



PROGRAM HIGHLIGHTS

- **NEW!** Centurion+ Program
- Trip Incentive Program
- Listing on our Dealer Locator
- **UPDATED** Promotions and Rebates

get started: [cbgpromotions.com](https://www.cbgpromotions.com)

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Highlights	Overview	Centurion+ Program	Promotion Menu	Rebate Info
Incentive Travel	EP Business Tools	Dealer Locator & DRC	Program Guidelines	

2025 ELITE PARTNER: OVERVIEW



	BLUE DIAMOND	DIAMOND PREMIER	DIAMOND	PLATINUM*	GOLD
2024 Sales Volume	\$500,000+	\$300K–\$499,999	\$150K–\$299,999	\$75K–\$149,999	\$36K–\$74,999
Promotions & Rebates	Custom	Choose from our Elite Partner promotional menu.			
Level Up	N/A	Achieve the next tier’s sales volume, and enjoy the benefits of your new level.			
Business Assurance Funds	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000
Dealer Locator Listing	Yes				
FREE Sample Book Eligibility	Yes				
Concierge Customer Service	Yes	N/A			
Elite Partner**	BARBADOS TRIP INCENTIVE (Qualification Period 1/1/25 - 11/30/25)				
Incremental Sales Target	\$0	\$15K	\$20K	\$30K	\$50K
Travelers	2 trips for 2	1 trip for 2			
Trip 2	Included in Blue Diamond Benefit	\$75K Incremental above trip target			
Centurion+ Program	Hunter Douglas Windows to the World (WTTW)				
	Both Hunter Douglas and Alta Window Fashions sales qualify.				
	Early Sign Up Bonus - December 2024 Sales will be included in trip qualifications.				

*New Centurions who were not a part of the 2024 Elite Partner program will be awarded Platinum level for 2025.
**Not participating in Centurion+ Program

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2025 ELITE PARTNER: CENTURION+ PROGRAM



CENTURION+ BENEFITS

- ✓ Sell both Hunter Douglas & Alta Product lines
- ✓ Priority placement on both Hunter Douglas & Alta Showroom Dealer Locators
- ✓ Eligible for both Hunter Douglas Centurion+ Advantage Promotions & Alta Elite Partner Promotions
- ✓ Windows To The World Travel Incentive with combined Hunter Douglas & Alta purchases
- ✓ DirectConnect single instance for both product lines
- ✓ 50% off Sample Book/Module/Hand Sample opening order
- ✓ 15% off 2025 Alliance Program fee if 1 time payment option is selected
- ✓ Eligible for Request a Consultation (RAC)*
- ✓ Waived registration fees for HD Certification courses & programs

ADDITIONAL HUNTER DOUGLAS ALLIANCE BENEFITS

- Advertising fund
- Automatic sample book updates
- Display discount
- HD sponsored consumer website
- Hunter Douglas Installation Services
- Marketing Services Portal
- Mobile Selling App (MSA) / The Link
- National consumer rebate offers
- Online Learning Center
- Remake error discount
- Wells Fargo Financial Services

ADDITIONAL ALTA ELITE PARTNER BENEFITS

- Business Assurance Fund
- EP Benefits Tracking System
- Non Elite Partners enter at Platinum tier, existing maintain 2025 Elite Partner status
- Free sample book eligibility
- Installation Services *(US: coming 2025 & Canada: available now in Ontario, additional availability soon)*

REQUIREMENTS

- Only eligible to sell Hunter Douglas and Alta Window Fashions hard window coverings
- Maintain Hunter Douglas Alliance status
- Carry the full line of Hunter Douglas sampling (enhance with Alta where necessary)
- Participate in programs and training opportunities

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2025 ELITE PARTNER: PROMOTIONS



Choosing the promotions that work best for you is an important decision that can significantly impact your bottom line. Your local Business Development Manager (BDM) will help review your sales history and product purchases to help you determine what choice is the best choice for you.

Once you have chosen your promotions for 2025, log into cbgpromotions.com and navigate to the “Select Promotions” tab to enter your selections.

BLUE DIAMOND	DIAMOND PREMIER	DIAMOND	PLATINUM	GOLD
Custom Promotions Talk to your BDM for details.	Choose 5	Choose 4	Choose 3	Choose 3

Product and Business Builder options are included in your total available promotions based on your level. You can only select up to 1 promotion per product category and/or 1 option from the Business Builder. If you prefer all Product Promotions, you do not need to select from the Business Builder options.

ALTA BRANDED PRODUCT PROMOTIONS	
AUTOMATION <ul style="list-style-type: none">10% off shades ordered with a BLISS™, Somfy® Motor, or PowerWand™. The discount includes both the shade and motor. (Honeycomb/Cellular, Roller, Banded, Sheer, Natural Woven)\$25 per unit instant rebate for shades ordered with a BLISS or Somfy motor (Honeycomb/Cellular, Roller, Banded, Sheer, Natural Woven)	
HONEYCOMB & SOFTSTYLE CELLULAR SHADES <ul style="list-style-type: none">Free Top-Down/Bottom-Up (non-automated)\$15 per unit instant rebate*	ROLLER SHADES <ul style="list-style-type: none">Free Cordless Lift (formerly known as AgileLift)\$10 per unit instant rebate*
BANDED SHADES <ul style="list-style-type: none">Free Cordless Lift (formerly known as AgileLift)\$10 per unit instant rebate*	SHEER SHADINGS <ul style="list-style-type: none">Free Cordless Lift\$10 per unit instant rebate*
WOOD & FAUX WOOD BLINDS (Includes Advantage) <ul style="list-style-type: none">Free Cordless Lift & Lock\$5 per unit instant rebate*	NATURAL WOVEN SHADES <ul style="list-style-type: none">Free Cordless\$10 per unit instant rebate*
WOOD/COMPOSITE/ECLIPSE SHUTTERS <ul style="list-style-type: none">5% off	All instant rebates will be taken off of invoice. * Rebate paid on non-automated (BLISS/Somfy/PowerWand) orders.
BUSINESS BUILDER PROMOTIONS - ALTA BRANDED PRODUCT	
QUARTERLY LOYALTY REBATE <ul style="list-style-type: none">Match prior year’s quarterly sales volume and receive a rebate up to prior year’s quarterly volume.Diamond Premier (4%), Diamond (3%), Platinum (2%), Gold (1%)Refer to the Rebate Program section for details.	INCREMENTAL VOLUME REBATE <ul style="list-style-type: none">10% Rebate paid on your INCREMENTAL quarterly sales volume.

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2025 ELITE PARTNER: REBATE INFORMATION



PROMOTIONAL MENU OPTION: 10% INCREMENTAL VOLUME REBATE

Earn a 10% rebate on your incremental Alta Branded sales volume at the end of each quarter.

Rebate Examples:

	2024 SALES	2025 SALES	2025 INCREMENTAL SALES VOLUME	INCREMENTAL REBATE %	YOUR QUARTERLY REBATE*
Q1: January - March, 2025	\$25,000	\$30,000	\$5,000	10%	\$500
Q2: April - June, 2025	\$20,000	\$15,000	\$0	10%	\$0
Q3: July-September, 2025	\$15,000	\$40,000	\$25,000	10%	\$2,500
Q4: October - December, 2025	\$20,000	\$30,000	\$10,000	10%	\$1,000
Total Sales	\$80,000	\$115,000	\$40,000	10%	\$4,000

* Rebate paid in the form of a credit on your account.

PROMOTIONAL MENU OPTION: QUARTERLY LOYALTY REBATE

Match last year’s quarterly Alta Branded sales volume and receive a rebate paid up to last year’s quarterly volume. As an extra bonus, if you achieve the next level’s sales volume, you will move up to your new tier and enjoy an increased rebate %.

DIAMOND PREMIER - 4% | DIAMOND - 3% | PLATINUM - 2% | GOLD - 1%

Platinum Level Rebate Example:

	2024 SALES	2025 SALES	QUALIFIED FOR LOYALTY REBATE	LOYALTY REBATE % PAID ON 2024 QUARTERLY SALES	YOUR QUARTERLY LOYALTY PAYOUT*
Q1: January - March, 2025	\$25,000	\$30,000	Yes	2%	\$500
Q2: April - June, 2025	\$20,000	\$15,000	No	0%	\$0
Q3: July-September, 2025	\$15,000	\$40,000	Yes	2%	\$300
Q4: October - December, 2025	\$20,000	\$30,000	Yes	2%	\$400
Total Sales	\$80,000	\$115,000	–	–	\$1,200

* Rebate paid in the form of a credit on your account.

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2025 ELITE PARTNER:
INCENTIVE TRAVEL



Designed with you in mind. The Alta Elite Partner program is all about providing opportunities to increase your profit margins and helping you succeed. We also want to reward your hard work and provide you with a well-deserved break, which is why our annual Incentive Travel program is a key Elite Partner benefit - one that we take great pride in.

BARBADOS
2026 DATES

DEPART US/CANADA APRIL 26
Arrive in Barbados

APRIL 27
Welcome Party!

APRIL 28
Free Day

APRIL 29
Free Day

APRIL 30
Farewell Party!

MAY 1
Depart for Home

WHATS INCLUDED:

- 6 days/5 nights at the [Wyndham Barbados](#)
- Round-trip air travel between home and Barbados
- Round-trip transfers between Barbados Airport and the hotel on group travel days
- All inclusive resort
- Complimentary Wi-Fi plus full-time hospitality desk to assist with your travel needs
- Two hosted evening events
- Business Meeting



2025 ELITE PARTNER: INCENTIVE TRAVEL



BEACHFRONT BLISS IN BARBADOS

- The Wyndham Grand Barbados Sam Lords Castle all-inclusive luxury resort is perched on a cliff overlooking the Caribbean Sea.
- Suites boast scenic views, expansive balconies that seamlessly blend indoor/outdoor living, 24/7 room service, and must-haves like free high-speed WiFi, stocked minibars, and flat-screen HDTVs.
- Delight in a lineup of fantastic restaurants featuring gourmet farm-to-table cuisine and thoughtfully placed bars that serve up handcrafted cocktails and irresistible snacks.
- You can stroll the beach, park yourself at one of the four sparkling outdoor pools (complete with cabanas and swim-up bars), or stay active on the tennis and pickleball courts.
- Relax in the soothing spa, or partake in a curated program of daily activities and nightly entertainment, in addition to a children's pool, babysitting service, and kid-friendly activities.
- Easy access to local history exhibits at Barbados Museum & Historical Society, horse racing at Garrison Savannah, and cricket matches at Kensington Oval.



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2025 ELITE PARTNER:
INCENTIVE TRAVEL



TRIP QUALIFICATION GOALS*
(Alta Branded Products)

LEVEL	2024 PURCHASES	INCREMENTAL PURCHASES
Blue Diamond	\$500K+	\$0**
Diamond Premier	\$300K - \$499,999	\$15K
Diamond	\$150K - \$299,999	\$20K
Platinum	\$75K - \$149,999	\$30K
Gold	\$36K - \$74,999	\$50K
New 2025 Elite Partner*	N/A	\$50K

*\$50K minimum 2025 (1/1 - 11/30) sales threshold required to earn a trip.
**Must maintain 2024 (1/1 - 11/30) purchase level.



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2025 ELITE PARTNER: PROGRAM BUSINESS TOOLS & TRACKER



ALTA
WINDOW FASHIONS
design simplified



BUSINESS ASSURANCE FUND

No two dealers are alike, which is why we created the Business Assurance Fund that lets you be in charge of how to spend your credit fund.

MAKE A MISTAKE? No problem. Use your fund to cover errors like incorrect measurements, order mishaps, omitted options, or requests on rush freight.

OPENING UP A SHOWROOM OR NEED A NEW DISPLAY? Order the display and hand samples (and collateral too!) that work best for your business and tap into your fund to help cover the costs.

HOME IMPROVEMENT? What better way to test products than to order a blind or shade for your own home.

Note: Fund cannot be used toward sample books.

HOW TO REDEEM

- Place your shade/blind sample order via eOrders or preferred entry method.
- Log in at cbgpromotions.com to view your fund balance.
- Click on the the link to redeem.
- Only Alta branded product/orders are eligible.

Note: Your Business Assurance Fund is also good for items purchased in the [Alta VistaPro Print Shop](#).

FREE SAMPLE BOOK ELIGIBILITY

We provide two ways to earn FREE Alta books:

- 1 Your product sales 120 days preceding a new book launch determine if you're eligible for a free sample book.
- 2 Our rebate program can eliminate/reduce your cost. We do all of the tracking and issue your earned credit. Ask your Business Development Manager (BDM) for details.



FACEBOOK GROUP

This private Facebook group is exclusively for Alta Elite Partners. A great way to connect with other Alta Elite Partners, the group can also help increase your product knowledge and lend real-world support.



Come join us at:

facebook.com/groups/AltaEP/

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2025 ELITE PARTNER: PROGRAM BUSINESS TOOLS & TRACKER



INCENTIVE TRACKING SYSTEM

Our Incentive Tracking System was designed just for you. Visit cbgpromotions.com to view the progress and details of your points.

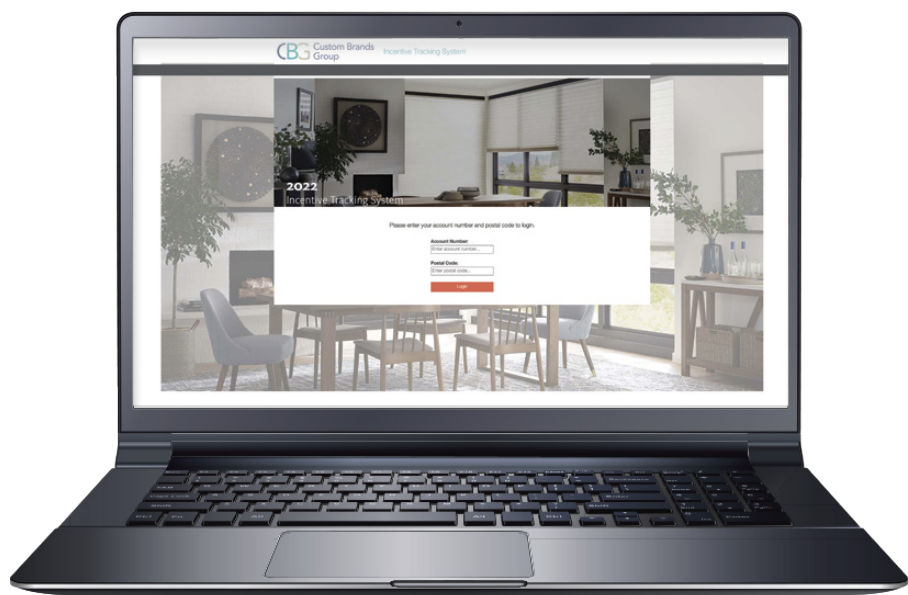
PROGRESS TRACKING – Your travel goal and progress will be updated weekly.

SALES – Keep those important numbers in the forefront and see how they track to your trip goals.

BUSINESS ASSURANCE FUND – Redeem your credits by using the convenient online forms. Your balance and funds used information is updated regularly.

PROMOTIONS – The tracking system also doubles as your promotions and incentive site. Select your promotions or update them during the change periods.

HELP – Have questions? Check out the Help tab—it's a quick reference for your top Elite Partner perks.



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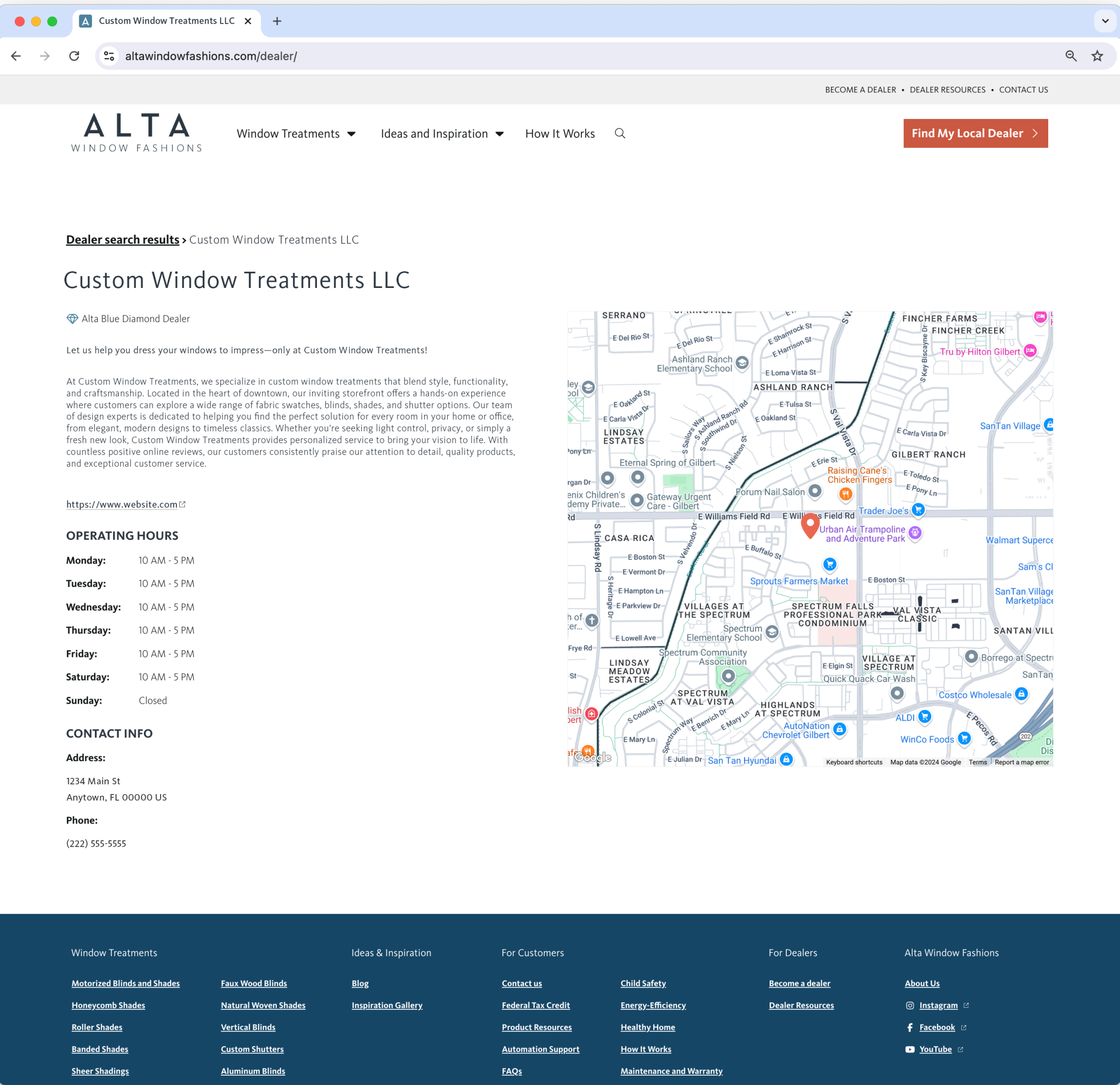
2025 ELITE PARTNER: DEALER LOCATOR LISTING & DEALER RESOURCE CENTER



EXCLUSIVE DEALER LOCATOR LISTING

As an Elite Partner, you have the opportunity to feature your business on the [Alta Window Fashions Dealer Locator](#), boosting your visibility and making it easy for customers to find you. Provide important information about your business:

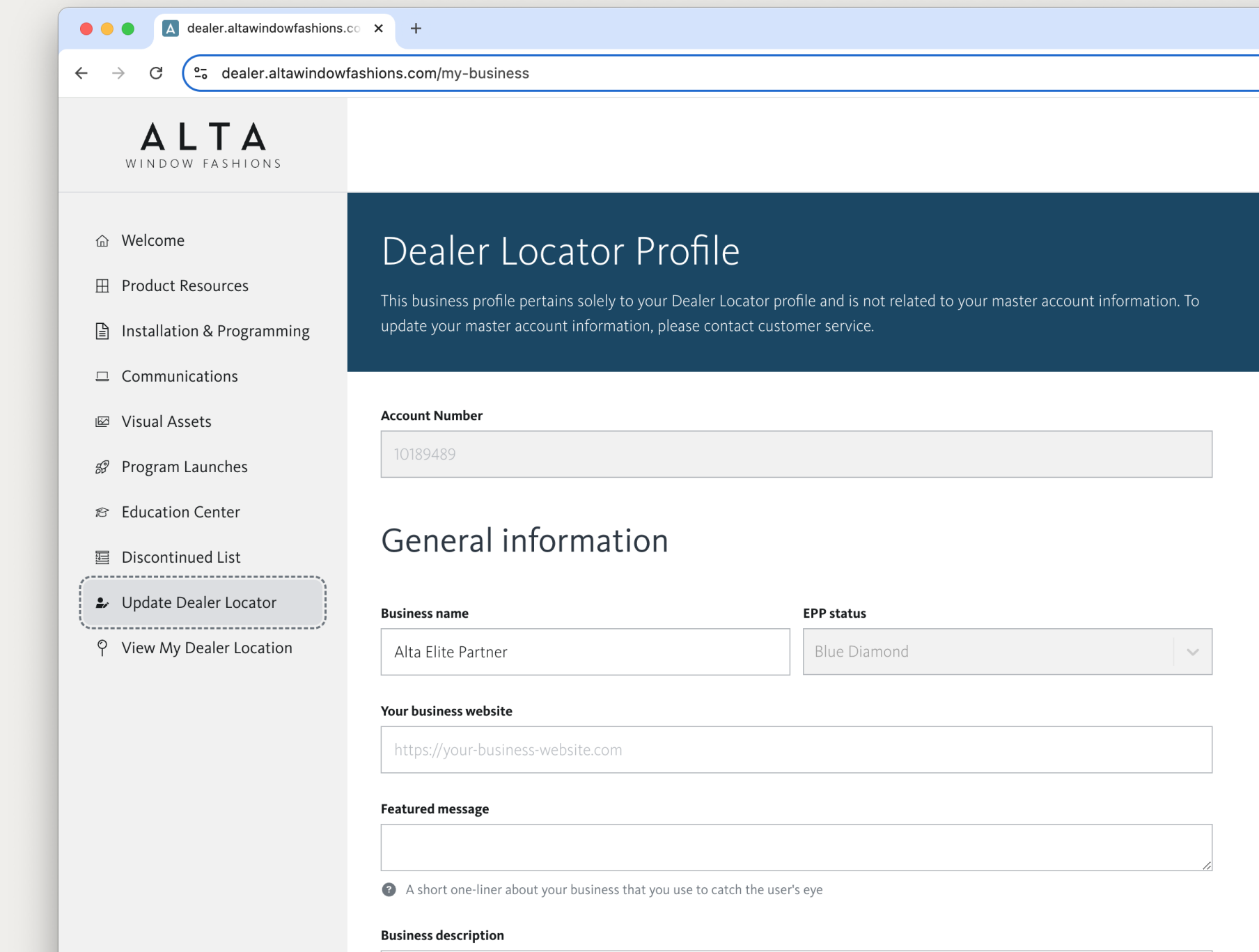
- Business Name
- Business Description
- Website Address
- Contact Information
- Physical Address
- Hours of Operation



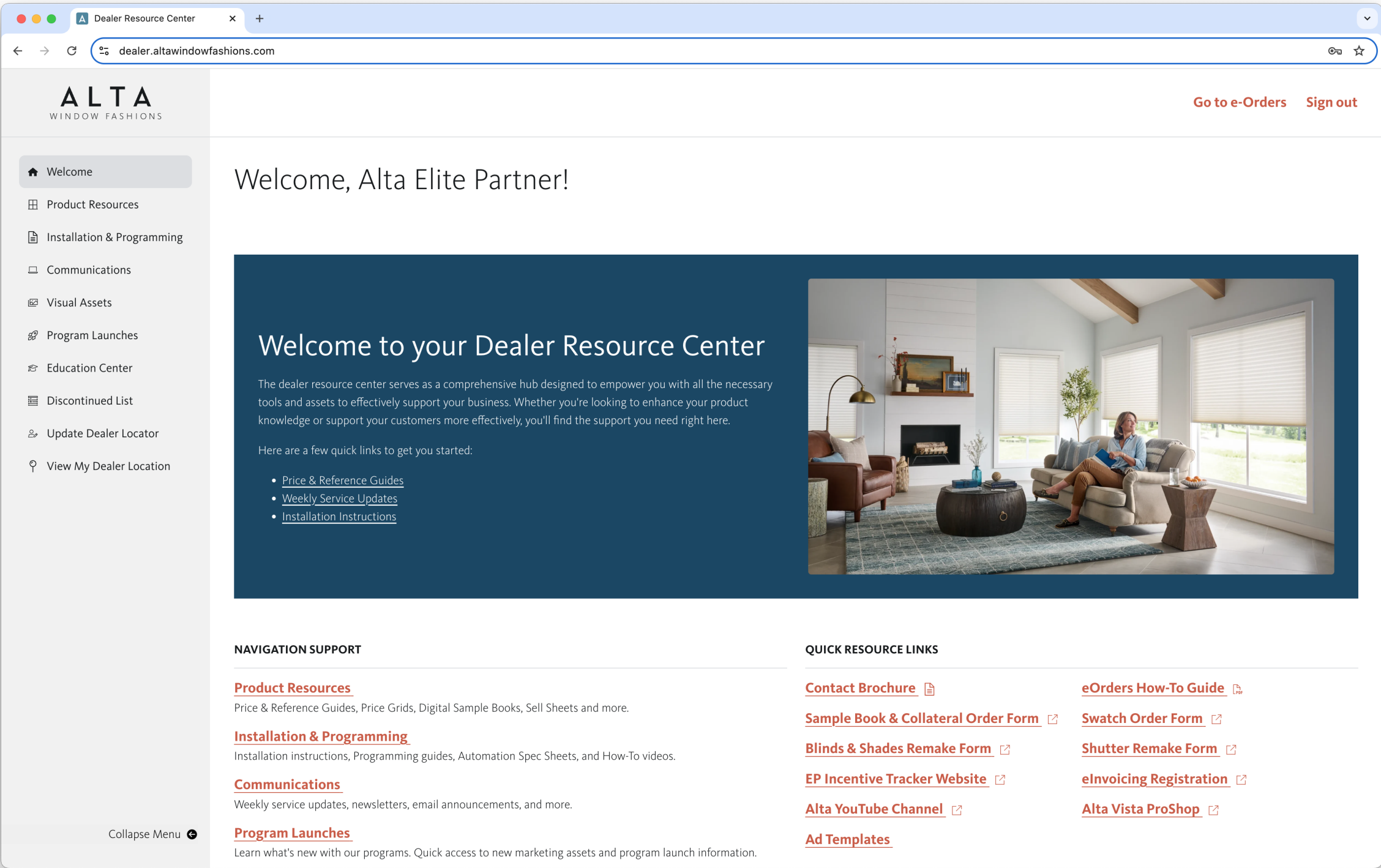
UPDATE DEALER LOCATOR

You can conveniently manage and update your listing through the Dealer Resource Center:

- 1 Log into the [Alta Dealer Resource Center](#) and click on the Update Dealer Locator link on the navigation menu on the left. *Learn more about the DRC on the next page.*
- 2 Fill in Account Number, EP status, General information and Local information. You can indicate whether you have a storefront and fill in hours of operation or are available by appointment only. Hit the Update button to save your changes.
- 3 Once finished filling in your information, click on the View My Dealer Location on the navigation menu to the left to view the changes.



2025 ELITE PARTNER: DEALER LOCATOR LISTING & DEALER RESOURCE CENTER



DEALER RESOURCE CENTER

The Dealer Resource Center serves as a comprehensive hub designed to empower you with all the necessary tools and assets to effectively support your business. Whether you’re looking to enhance your product knowledge or support your customers more effectively, you’ll find the support you need right here such as:

- **Product Resources:** Everything from product guides, digital sample books, and more.
- **Installation & Programming:** Find the latest instructions and links to how-to videos.
- **Communications:** Stay informed with the latest announcements including our weekly service updates.
- **Visual Assets:** Use Alta photography and ad templates to promote your buisness.
- **Program Launches:** Get all new and recent program launches in one place.
- **And more!**



FIRST TIME DRC USER?

Watch this [video](#) for a quick tutorial about the Dealer Resource Center.

If you don’t already have an account [register here](#). All you need is your Alta Dealer Account Number to set up an account. Keep in mind, this will also be your eOrder login.

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2025 ELITE PARTNER: PROGRAM GUIDELINES



TRAVEL PROGRAM GUIDELINES - ELITE PARTNER

- The 2025 Elite Partner travel program is open only to dealers who have an existing Custom Brands Group account in good standing at the time the incentive is to be received.
- A “trip” is defined as 1 trip for two people.
- The 2025 Elite Partner travel program qualification period is January 1, 2025 - November 30, 2025.
- Individual qualification targets for dealer’s trip will be provided on the dealer’s online trip tracker page(cbgpromotions.com).
- Accounts that close prior to the end of the promotion are not eligible to participate and will not receive any compensation if they earned the trip or incentive credit prior to their account closing.
- Trip goal is based on qualified product bookings of fabricated blinds, shades and shutters from Alta Window Fashions. The following are excluded from trip eligibility: parts orders, hand samples/sample books with a part number and no charge remakes. Prior year 2024 sales volume will include Comfortex and Color Lux purchases. 2024 volume is based on sales from 1/1/24 - 11/30/24.
- Blue Diamond Level: You must maintain 2024 (1/1-11/30) purchase level to earn a trip.
- New 2025 Elite Partners: You must achieve a minimum 2025 purchase level of \$50K in order to earn a trip.

CENTURION+ PROGRAM: WINDOWS TO THE WORLD (WTTW)

- 2025 sales volume from both Hunter Douglas and Alta Window Fashions will qualify for the WTTW trip program.
- Sign up for the Centurion+ program by 12/13/24 for the December, 2024 trip bonus deposit.
- Refer to 2025 WTTW for complete trip guidelines.

TAXATION

Custom Brands Group and/or Hunter Douglas does not assume any responsibility for applicable taxes.

- All awards earned are considered by the IRS to be taxable income. Any and all federal, state and local taxes are the responsibility of each dealer.
- IRS Form 1099-MISC will be issued to all dealers that earn a trip AND is issued to the business, not an individual.
- IRS Form 1099-MISC will be issued for the fair market value of the trip as determined by Custom Brands Group’s reasonable discretion. Per person estimate (\$6K) all levels.

GENERAL PROVISIONS

- Trips are non-transferable to anyone other than the dealer earning the trip or its employees.
- Trips are non-refundable, with no consideration for any unused trips.
- No other awards or cash will be provided in lieu of the trips published and there is no cash value for unused portions of the program.
- The primary attendee must be an owner or employee directly involved in the window coverings business. Travelers must be 21 years of age or older or accompanied by a qualifying dealer 21 years of age or older.
- All accounts must be aligned in good standing and current within payment terms prior to award notification and the issuance of any travel documents.
- Dealers with multiple account numbers will have a combined sales goal; dealers with multiple locations and only one account number will only be eligible for one enrollment.
- Only qualifying dealers and their registered guests may participate in program inclusions, such as meals, group activities or tours, and transfers. Under no circumstances can unregistered persons participate in trip inclusions. Badges will be checked for eligibility. Dealers who violate this policy will be liable for the cost of additional trips and will be disqualified from ALTA travel participation for the following year.
- Custom Brands Group is not the operator of these programs and does not exercise direct control over the services provided by third-party suppliers, i.e., airlines, cruise lines, hotels, ground transportation providers, etc. Therefore, from the date of this published information to the actual dates of travel, schedules and other service inclusions or options offered by third-party suppliers may change without prior notification.
- Custom Brands Group retains the right to add, change or eliminate trip dates or replace a trip of equal value based on the projected number of qualifying dealers.
- Custom Brands Group reserves the right to audit compliance with the qualification requirements and reserves the right to amend, alter or cancel this program at any time.

WINNER NOTIFICATION

- All program purchases will be tabulated and qualifying dealers identified by January 31, 2026.
- Dealers will be immediately notified and sent trip registration information. All arrangements and ticketing must be completed by February 28, 2026.
- Any fees incurred due to late ticketing and/or changes made to the travel arrangements after ticketing has been confirmed will be at the dealer’s expense.

You must be an active ALTA dealer owner and in good credit standing with Custom Brands Group when the trip is taken in order to attend. No exceptions.

Promotion Selection and Sales Tracking: cbgpromotions.com

2025 ELITE PARTNER PROGRAM - GENERAL

- 2024 Alta Window Fashions volume includes Comfortex and Color Lux branded purchases.

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