

Guideline Summary

Loyalty Rewards Program

loyaltyrewards.bio-rad.com



- ★ One dollar spend is equal to one point toward the program
 - 12,000 points are required to earn a free service contract
 - Only purchases of **eligible products** qualify for points
 - Points accumulated through the Loyalty Program are strictly dependent upon orders submitted by registrant and may not reflect total spend with Bio-Rad
 - Point accumulation begins on the day of enrollment
 - Qualified orders placed 30-days prior to program enrollment are eligible for points
 - Registrant will be notified via email once the point threshold has been met
 - For customers with multiple instruments within the same Loyalty Program, points will apply toward these devices in a ranked order defined by the customer on the program site
 - ◆ Once a contract is issued, the instrument cannot be re-ranked until the following program year
 - If warranty expires prior to meeting the point threshold, the registrant must verify the instrument is in working order by running a qualification plate (1845098, 1845099) and emailing the results to loyalty@bio-rad.com
 - ◆ Only instruments with a “pass” rating will qualify for free service contract
 - ◆ Qualification panel/verification kit purchase(s) are eligible for points

- ★ Order types accepted:
 - Bio-Rad Standard Order Number/Order Confirmation number (100xxxxxxx)
 - Invoice number (9xxxxxxx)
 - Bio-Rad Supply Center orders
 - Stock Room orders

- ★ Program duration is 365 days from enrollment date; hereto considered the program year
 - Serial number(s) will automatically re-enroll at program year
 - Points do not roll over and will reset to zero at program year
 - One loyalty contract will be awarded per instrument per program year
 - Points reset to zero once contract is issued
 - Additional purchases within a program year are not eligible for point accumulation after a contract has been issued

- ★ Purchased or earned Service Contract coverage cannot extend beyond 5 years

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