

# BECOME A LUMINARY

---

The Luminary Program rewards lighting retailers who attend consecutive Markets. As you attend consecutive Markets, your reward level increases.\*



## LUMINARY STATUS LEVELS & REWARDS

Luminaries are rewarded through hotel reimbursements and travel accommodations. Hotel reimbursement vouchers are valid for one room per location. Each showroom can use these vouchers for up to five nights.

### LEVEL 1

- Status earned at 1 market - Redeem at 2nd consecutive market
- \$50 Voucher

### LEVELS 2-5

- Status maintained after 2nd market by continuing to attend additional consecutive markets
- \$75 Voucher

### ZENITH LEVEL

- Status earned after 6th consecutive market and maintained by continuing to attend consecutive markets - Redeem at 7th consecutive market and subsequent consecutive markets
- \$100 Voucher plus free round-trip Town Car service to/from airport and Hotel

## REIMBURSEMENT PROCEDURES

1. After Market, your Luminary voucher is emailed to you from Leigha Lugo.
2. After Market, submit your voucher form and hotel invoice via email.
3. A check will be mailed to company location in the amount of your voucher multiplied by the number of hotel nights stayed during Market (e.g. \$50 x 3 nights = \$150).

*\*If a Market is missed, Luminary status returns to zero and will begin again at the next Market attended*

QUESTIONS? PLEASE CONTACT:

**LEIGHA LUGO | MARKETING MANAGER, LIGHTING**

214.655.6186 | [LLUGO@DALLASMARKETCENTER.COM](mailto:LLUGO@DALLASMARKETCENTER.COM)

---

LIGHT  VATION

DALLAS INTERNATIONAL LIGHTING SHOW