

the smart to dim E X P E R I E N C E



Lutron's Smart to Dim Experience is an integrated marketing campaign designed to engage, educate, and inspire customers about Lutron products and to drive sales at participating locations.

Engage – Customers will learn about Lutron's Smart to Dim Experience through a variety of marketing vehicles including direct mail, radio, fuelcast, print, and the web.

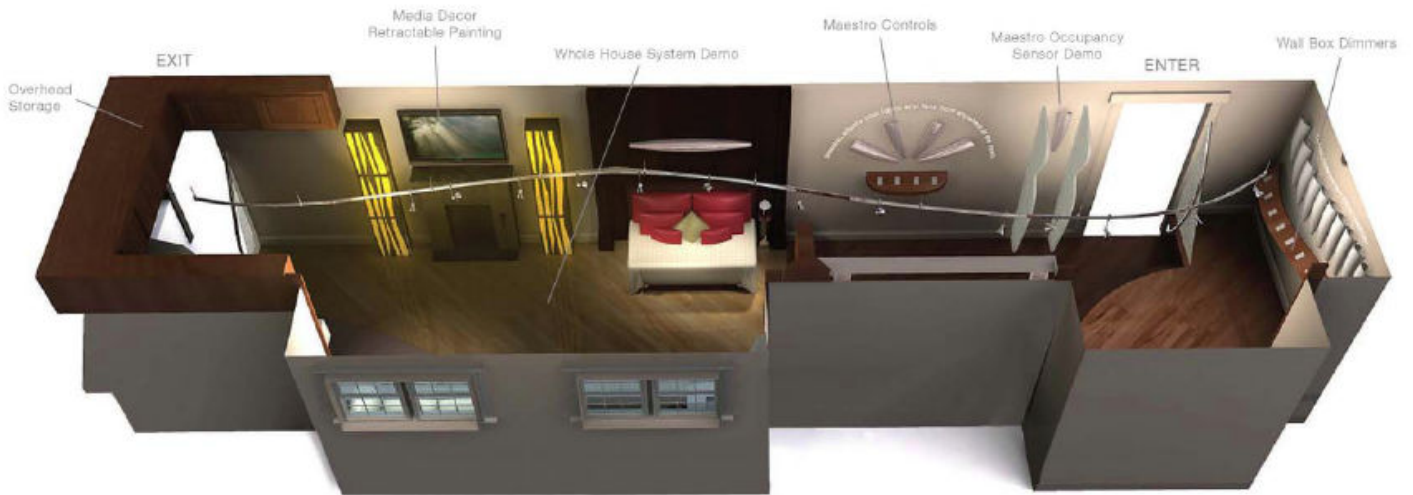
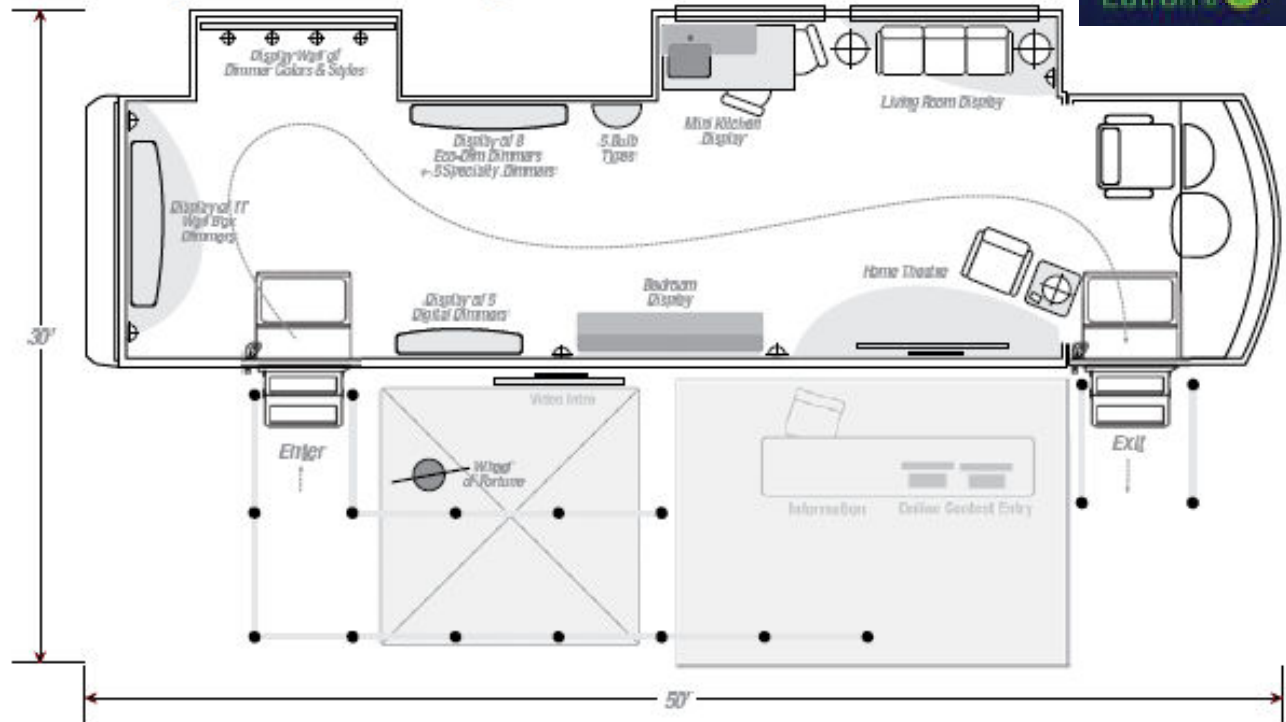
Educate – The Smart to Dim team will show customers how dimmers save energy and money while adding ambiance to their home. Our staff will also help determine what products are right for your customers and their personal needs.

Inspire – The Smart to Dim Experience brings the concept of dimming to life in every-day home scenes. Customers will be exposed to the breadth of Lutron's product line and experience the effect that sophisticated lighting has on a home's decor.





Mobile Experience Center Layout



Event Day Promotions

- giveaways including T-shirts, lamp dimmers, and other great prizes
- enter for a chance to win an ultimate home theater system valued at \$25,000



T-shirt (front)



T-shirt (back)

Event Details: Wed January 27, 2010
 Desert Electric Supply
 74-875 Velie Way



Contact Info:
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