

# Showroom Sales Target Deadlines as of April 15, 2024

Offer	Products Subject to Sales Target	Sales Target Deadline <small>(customer shipments)</small>
Winter 2022	AMQ Amobi Flex Personal Spaces Migration SE Desk or Bench (worksurface retrofit) Powerstrip Intro + Under Worksurface Utility Power Vicarbe	5/16/24
Summer 2022	Flex Single Table Steelcase Karman with standard back Tenor West Elm Work Kent	9/25/24
Fall 2022	PolyVision Accord Steelcase Flex Personal Spaces – Cable Tray	1/27/25
Winter 2023	CF Series	3/13/25
Spring 2023	Agree Convey Cart Steelcase Flex Single Table Ocular™ Steelcase Series 1 Air West Elm Work Willow WorkValet™	6/5/25
Summer 2023	Radia West Elm Work Sutton HAD	9/8/25
Fall 2023	AMQ Activ Pro 2.0 AMQ Cluvo Coalesse MoreThanFive Laminate Tables Think Quilted Back + Optional Back Cover	12/4/25
Winter 2024	Agree Chair AMQ Personality Plus Radia Contour Arm Relay Modular Power System Steelcase Karman with high back	3/4/26
Spring 2024	Coalesse Ensemble	6/3/26

- Showroom Sales Target is set at five times the list price for each product purchased at 97% off list
- Dealers are not subject to a showroom sales target if, at the time of purchase, they:
  - are a Premier Partner; or
  - have greater than a three-year average of \$8 million in annual Steelcase sales at an enterprise level
- Dealers have 24 months from the offer close date to achieve the showroom sales target.
- The showroom sales target deadline is based on shipments to customers.
- If a dealer is unable to achieve the showroom sales target by the deadline, the dealer can choose one of the following:
  - Steelcase will charge the difference between 97% off list and the standard showroom discount for each product with a missed sales target
  - Dealer is ineligible for the next Dealer Showroom Offer