



C4Yourself Kick Off Call

Certified Showroom Dealer Program

Kayla Steinberg, CSD Program Lead

Ron Callis – CEO, One Firefly

Special Guest – Matt Deluca, SoundFX

August 5, 2026

Reminder: Non-Disclosure Agreement (NDA)

- This virtual Happy Hour is under NDA
- You are not permitted to capture or share content from this presentation

Agenda

- Overview
- Promoting & Planning Your Event(s)
- Product Alignment
- End Customer Promotion & Giveaway
- Marketing Partnership with One Firefly
- Landing Pages and Marketing Support
- Dealer Gift

C4Yourself Overview

What is C4Yourself?

Campaign Overview



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C4Yourself is a globally coordinated, month-long (October) showroom event designed to drive end-customer engagement with the Control4 smart living ecosystem.

During the campaign, end-customers are invited into certified showrooms to experience Control4 in action, from intelligent lighting and climate control to home entertainment and automation. These hands-on demos help turn interest into understanding and intention.

As an added incentive, end-customers are offered exclusive discounts and entered into giveaways, making this a high-value opportunity for both end-customers and participating partners.

The result? Increased showroom traffic, warmer leads, and more closed deals, all while elevating brand awareness at a local and global level.

This year, the campaign centers around X4, highlighting a smarter, more intuitive experience than ever before, with supporting hardware messaging featuring T5, Control4 Video Doorbell, and Lux.



What is C4Yourself?

Campaign Overview



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During the month of October, you can choose to host in-person or virtual event(s) designed to:

- Bring traffic into your showroom
 - Generate new leads
 - Reconnect you with existing customers to upgrade their systems
 - Strengthen design-build relationships
- C4Yourself was created to educate consumers about the benefits of Control4 automation and scenes.
 - C4Yourself is your chance to help prospective new customers and existing customers understand what you can do with Control4.

What is C4Yourself?

Key Dates



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8/5: C4Yourself Kick off Call

8/14: Last day to Opt-in to the C4Yourself Campaign

8/31: Campaign begins

8/31: Opted-in Dealer Microsites Go live

9/10: September CSD Happy Hour & C4Yourself Q&A Call

10/1-10/31: C4Yourself event(s) take place at your business

11/1: C4Yourself Landing page and Microsites turn down

Promoting the Event

C4Yourself Promotion



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What is ADI doing to promote C4Yourself?

- Launching a C4Yourself landing page
 - Search feature to find opted-in dealers
- Standing up Microsites in partnership with One Firefly
- Running campaigns on Control4 Channels
 - Instagram
 - LinkedIn
 - Facebook

What should you do to promote C4Yourself?

- Promote your event locally (email, social, in-store)
- Run Meta and Google advertising to your microsite to support event RSVPs
- Repost and engage with Control4's global campaign content
- Email your prospect and customer lists with event details
- Plan and host a C4Yourself event (or multiple!)

Planning Your Event(s)

C4Yourself Event Planning

Best Practices



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Plan Early & Align with Sales Goals

- Lock in your date 4-6 weeks in advance. Now is the time to think about your events!
- Tie event objectives directly to sales opportunities and pipeline targets.
 - Consider new and existing customers
 - Consider design-build community-specific events

Promote Across All Channels

- Use email, social media, and personal invitations.
- Leverage co-branded marketing materials to maximize reach.

Engage Your Partners & Team

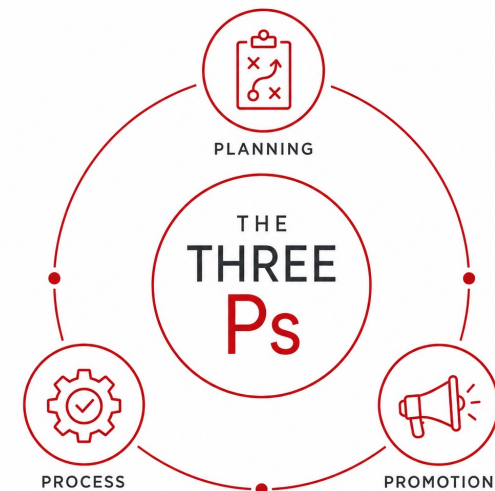
- Involve sales reps, installers, and vendor partners in the event.
- Assign clear roles to ensure seamless execution.

Deliver a Memorable Experience

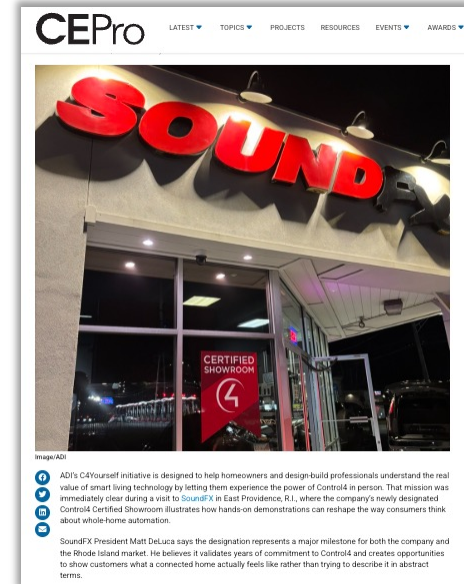
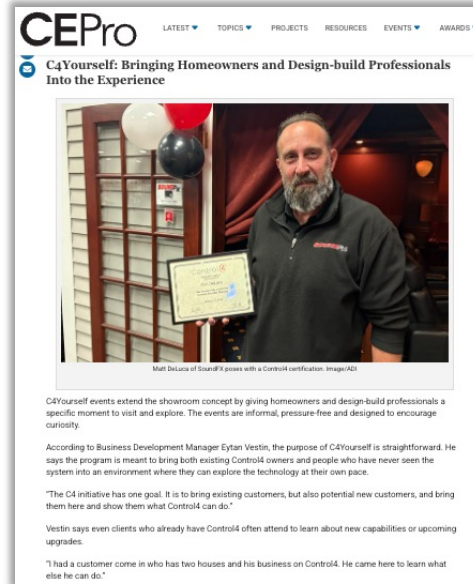
- Showcase products in action, not just in slides.
- Build in hands-on demos, Q&A, and customer stories.
- Have a plan for large events – what does overflow look like? How does everyone get a personalized experience?

Follow Up Quickly & Strategically

- Capture attendee info during registration.
- Send tailored follow-ups within 48 hours to convert interest into sales.



Matt DeLuca SoundFX



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ADI

Product Alignment

C4Yourself Promotion



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Promotion Centers around X4, highlighting a smarter, more intuitive experience than ever before, and featuring hardware like T5, Chime Pro, and Lux.

- ADI will be providing the following:
- C4Yourself Guidelines
- C4Yourself Promotion One sheeter
- C4Yourself Landing Page
- C4Yourself Microsites for Opted-in Dealers
- Email copy and banners for prospects and existing customers
- C4Yourself social media imagery and copy
- Flyers – created to have print outs available during event
- Special C4Yourself promo and giveaway for your attendees
- *You will be access this under the C4Yourself Brandfolder.



End-Customer Promotion & Giveaway

End-Customer Promotion & Giveaway

C4Yourself



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GIVEAWAY

End-customers who RSVP and attend the event will have a chance to win a giveaway of:

- Chime Pro Series Doorbell
 - C4-VDB-IP-PRO-BL – Control4 Video Doorbell Chime Pro PoE, Black
- You can do this by raffle or interactive games etc.
- Promo expiration: 3/31/27

**Disclaimer: Offer expires 3/31/27. Max discount not to exceed one free C4-VDB-IP-PRO-BL. Discount cannot be retroactively applied to orders previously placed or combined with other offers. Dealer account must be active and in good standing. Limit 1 use per account or business entity. Call-in only. Void where prohibited.*

PROMOTION

For any customers or prospects that attend your event. This is to help drive people to your showroom.

- End-customers will receive their choice of a FREE T5 In-Wall Touchscreen when they purchase \$5,000 USD or in your country's currency or more of Snap One Product.
 1. C4-T5IW8-WH (White)
 2. C4-T5IW8-MB (Midnight Black)
- Promo expiration: 3/31/27

**Disclaimer: Offer expires 3/31/27. Max discount not to exceed one free T5 in-wall touchscreen (C4-T5IW8-WH (White) OR 4-T5IW8-MB (Midnight Black). Must purchase a minimum of \$5k in 1P products only to receive (1) free C4-T5IW8-WH (White) OR 4-T5IW8-MB (Midnight Black). Discount cannot be retroactively applied to orders previously placed or combined with other offers. Dealer account must be active and in good standing. Limit 1 use per account or business entity. Call-in only. Void where prohibited.*

Marketing Partnership with One Firefly



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- Serving technology professionals since 2007
- Design, execute integrated marketing strategies to help technology businesses grow
- Team of 70+ marketing experts
- Manage marketing for 650+ companies
- Amplify People division provides industry hiring support



CEDIA[®]
MEMBER



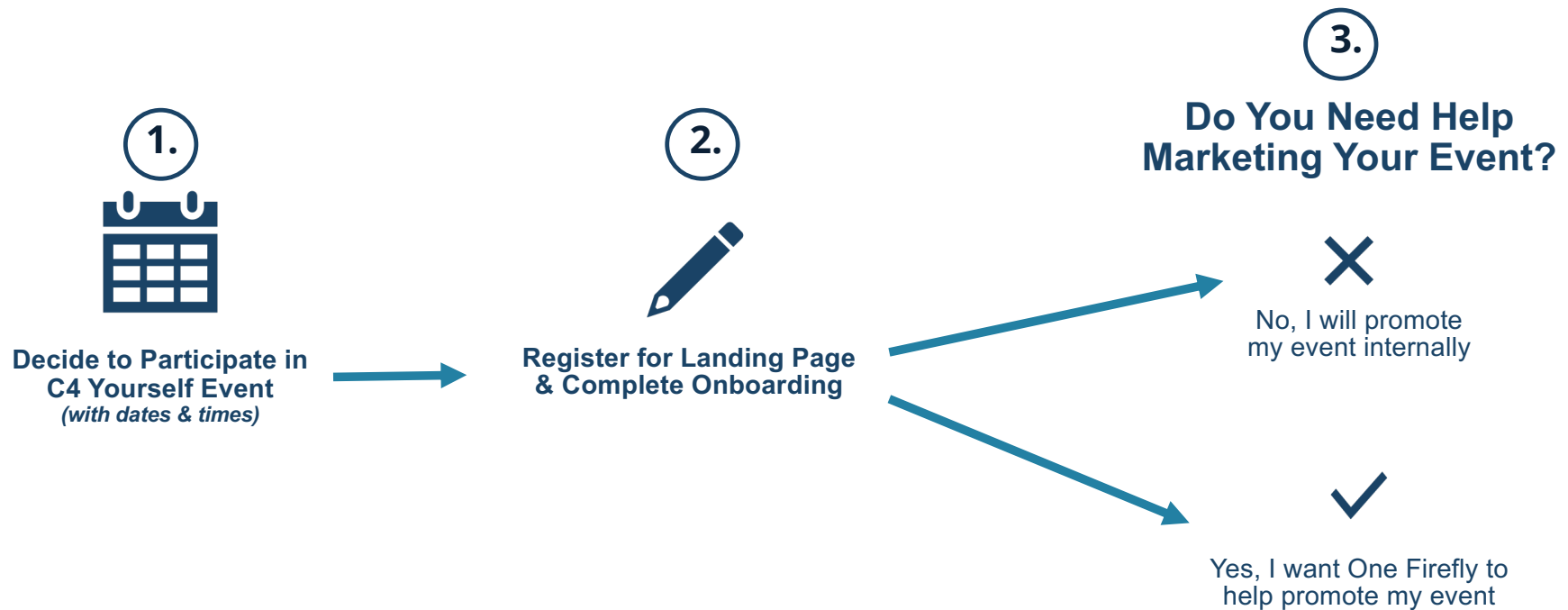
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Process Overview



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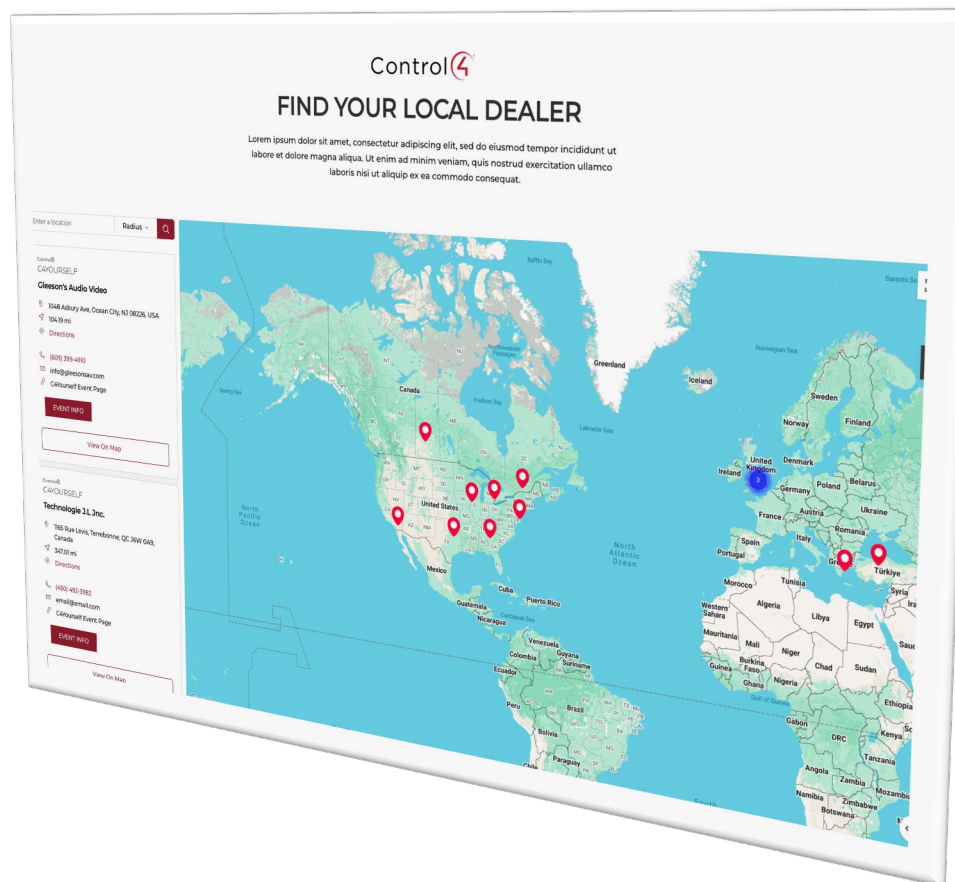
Global Landing Page



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Visitors Driven to
Global Page

Local dealer search function
directs customers to the
appropriate microsite in
their market



Your Microsite



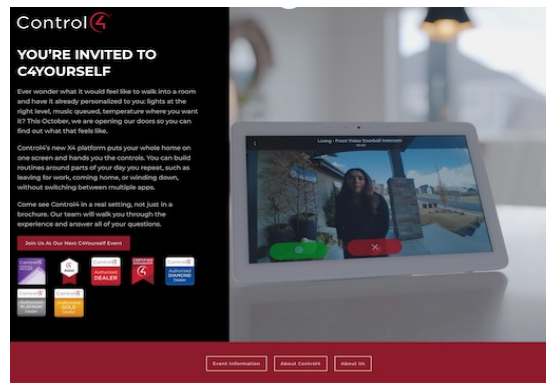
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Co-Branded Landing Page
(Your Logo & C4)

Visitors on
Global Page driven
to Microsite

Reservations sent
directly to your inbox

Approve Microsite by
August 24th



SEE SMART LIVING UP CLOSE, ON YOUR OWN TIME

Spots on a page only tell part of the story. The best way to know if a product fits your life is to stand in front of it and get to see how it performs in person.

Here's what C4yourself gives you access to:

- A working look at X4's Home Screens, Routines, and Widgets
- Hands-on demo across lighting, home theater, whole-home audio, comfort, and security
- One-on-one guidance from your Control4 Certified Showroom Dealer on what fits your space and budget
- An early look at the newest X4, TV, and Lux products
- A just-in-timing a C4yourself event and become eligible to receive a complimentary X4 in-wall touchscreen with a qualifying purchase

EVENT DETAILS

- ☐ Date(s)
- ☐ Time(s)
- ☐ Location

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- ☐ Location

[Schedule a Showroom Visit](#)

RESERVE YOUR SPOT AT OUR C4YOURSELF EVENT!

Join us for an exclusive C4yourself event at our Control4 Certified Showroom. Experience the beauty, simplicity, and power of smart home living—on-demand. Space is limited, so RSVP today to secure your spot!

Event Date & Time (Smart Date, Time) (Remove if multiple events)
Location (224 STREET CITY, STATE/REGION, ZIP CODE)

Name *
 First Name Last Name

Email Address *

Phone Number

Event Date Confirmation (Remove if multiple events) *

☐ Yes, I'll be attending on (Event Date, Time)

Event Date (Remove if only one date) *

Select which event date you want to RSVP for

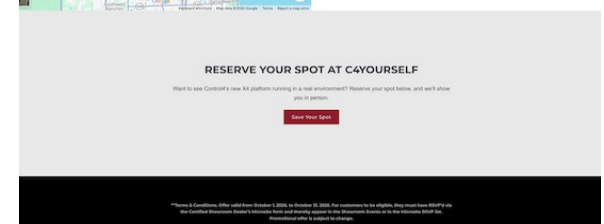
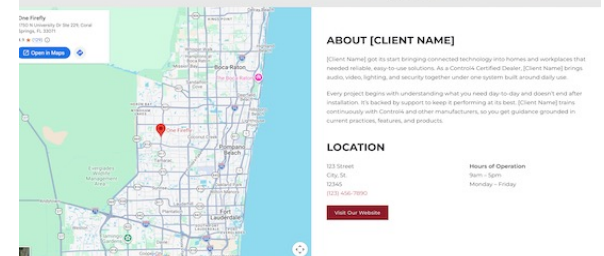
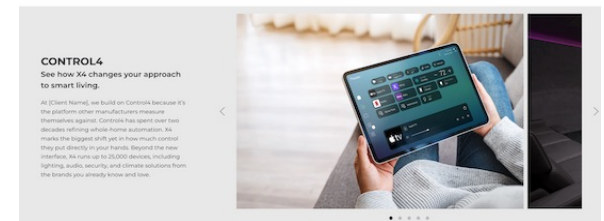
Number of Guests Attending *

How many guests will be attending the event?

How Did You Hear About This Event?

Please select how you heard about our event

[Reserve My Spot](#)



Promote Your Event: Pre-Event Recommendations



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Start Planning Early

- Lock in your event **4-6 weeks** out
- Set clear objectives for success
- Decide who you want in the room (new prospects, existing clients, design-build partners)
- Assign **internal ownership** for pre, during, and post event activities



Activate All Channels

- Promote on social media
- Email your prospect, customer, and partner list(s)
- Send **physical invitations** in the mail
- Call your customers and make a personal invite
- Drive visibility & traffic with Meta and Google ads pointed to your microsite

Tip: Utilize all the promotional materials ADI is providing for you!

Promote Your Event: During & Post Event Recommendations



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Make It Memorable

- Showcase **live demos**
- Encourage interaction with Q&A and hands-on experiences – let guests see and feel Control4 in action
- Assign roles for your staff to greet, engage, and capture attendee info
- Document the event with **photos/videos**



Follow Up Strategically

- Follow up with all attendees within 48 hours with a **genuine thank you**
- Share recap content (photos, videos, testimonials) on social media & email
- Offer **1:1 showroom visits**, private demos, and educational resources to move interested opportunities forward

Tip: Don't stop at the event – the real ROI comes from timely, relevant follow-up!

How One Firefly Can Support You



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C4Yourself Marketing Pricing

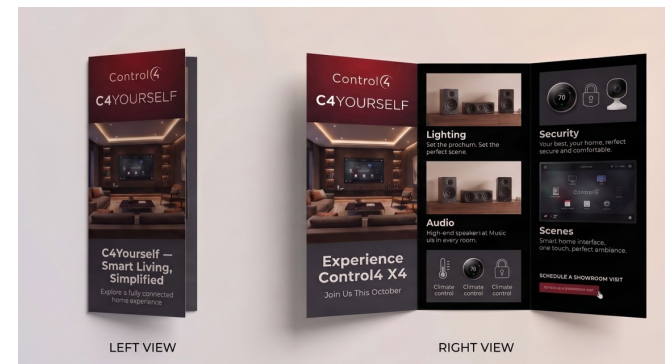
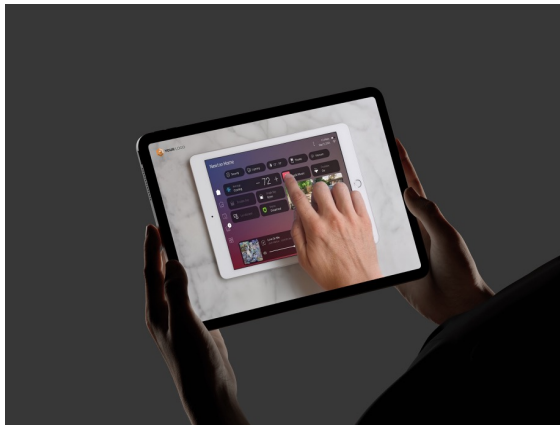
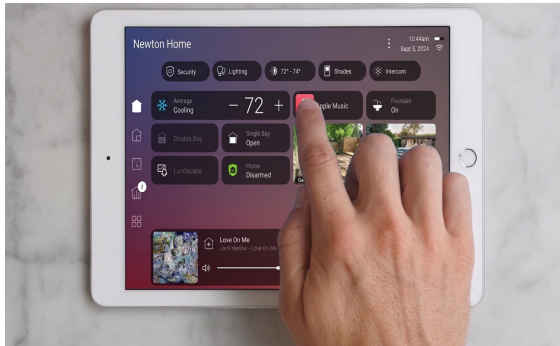
GENERAL BRANDING	DEALER COST
C4 Webpage <i>Must have Joomla or WordPress site</i>	\$1,199
Custom Trifold with C4 Badge	\$1,399
Bundle (Page and Trifold)	\$2,399
C4 UIU — Recurring	X4 only: \$39.99/mo X4 & OS3: \$49.99/mo

EVENT ATTENDANCE	DEALER COST
Custom Designed Pop Up Banner <i>Design + Print — shipping not included</i>	\$1,299
3 Email Sequence <i>Sent to client supplied list</i>	\$499
Meta Promotion <i>Requires access to Meta account</i>	\$1,799
Direct Mail <i>Targeting homes within a 15 mile radius of your showroom over \$1M</i>	\$2,499
Bundle: Email + Meta + Direct Mail	\$4,599

Promote Your Event: What We Can Do



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"I'll Just Make A Post On Facebook"



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1.2%

*Average reach rate of an
organic Facebook post*

Source: Socialinsider



Conclude



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- Lock in your event 4-6 weeks out with clear goals for success
- Promote broadly through email, calls, mailers, and digital ads
- Deliver engaging demos and hands-on experiences that excite guests
- Follow up quickly with thank-yous, recap content, and next-step invites

Need Help Promoting Your Event?

sales@onefirefly.com



***Microsite
Enrollment Page***



ADI

C4Yourself Dealer Gift

C4Yourself Dealer Gift

Sign up now



Enroll Now

FIRST 50 DEALERS THAT OPTED IN

Receive a T5 In-Wall Touchscreen of your choice:

- C4-T5IW8-WH (White)
- C4-T5IW8-MB (Midnight Black)



ALL OTHER OPTED IN DEALERS

2 Lux products of their choice.

- *Dealers will be asked to provide the skus.*



Disclaimer: Offer expires 10/31/26. Offer cannot be combined with other offers. Snap One reserves the right, in its sole discretion, to modify, extend, or terminate the program at any time. Void where prohibited.

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ADI

Q&A

Save the date for our next CSD
Happy Hour & C4Yourself Q&A Call

September 10

- 10 AM EST
- 5 PM EST



CONTROL4
Opt-in Now!